JUNE 14, 1954

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TECHNOLOGY DEPT.

BROADCASTING TELECASTING

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23RD year

NEWSWEEKLY
RADIO AND TV

The Big Show's on the road in Kansas City...

NOW! All Together Under the BIG TOP!

DON DAVIS
Vice President

JOHN T. SCHILLING
Vice President
and General Manager

HENRY GOLDENBERG
Chief Engineer

GEORGE HIGGINS
Sales Manager

FREE & PETERS, Inc.
National Representatives

KMBC-TV

The BIG TOP STATION in the Heart of America

CHANNEL 9 CBS BASIC CBS AFFILIATE

See Back Cover for the Facts!

PUBLIC LIBRARY
54
DETROIT

As the Song Might Have Been Written:

'We KNEW they were comin' So we baked a cake'

30th Anniversary
WLS NATIONAL BARN DANCE

The WLS National Barn Dance celebrated its 30th Anniversary on April 24, 1954. In spite of pouring rain, the Eighth Street Theatre where the program is presented each Saturday night to a paying audience (90 cents for adults —45 cents for children) was again filled to capacity.

That is most gratifying—but not surprising. Such attendance is an every Saturday occurrence. Since the program was moved to the theatre stage in 1932 more than 2,360,000 people have paid to see the broadcast.

But popular as is the National Barn Dance, it is only one of the features that have made WLS a part of Midwest life for all its 30 years. Its programs entertain and inform—yes, but they also aid, advise, comfort. Its constant dedication to the interests of every home and every community has made WLS more than a radio station—it's made it a part of the lives—in the homes of these friendly, prosperous and responsive Midwest people. Ask us to tell you more.

James E. Edwards, WLS President, prepares to cut the WLS thirtieth birthday cake, while WLS stars Grace Wilson, Homer and Jethro step forward to make sure of their respective portions.

Now Full Time...
with Listener Loyalty
that assures
TOP RETURNS from
Your Advertising Dollar

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 K.C. · 50,000 WATTS · ABC AFFILIATE—REPRESENTED BY BLAIR

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

they see it here

YOUR BRAND
AS ADVERTISED ON
WDEL-TV
CHANNEL
12
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND
YOUR BRAND

they buy it here

WDEL-TV screen-to-store plan gives your sales message a follow-through that really pays off!

WDEL-TV
Channel 12
Wilmington,
Delaware

NBC
TV AFFILIATE

When you advertise on WDEL-TV, your product is seen again and again by people who spend over one billion dollars a year in the retail market. And your product is displayed *dramatically*, prominently in 178 R.G.E. stores—the largest retail grocery chain in the area! It's a terrific new television-station-and-retail-store tieup that assures results—that gives your advertising dollar great new value. Be first to seize this opportunity. Write or phone for availabilities on WDEL-TV, the television station that has a standing reputation for successful selling.

***Represented by* MEEKER TV, Inc.** New York Los Angeles Chicago San Francisco

closed circuit®

BULOVA Watch Co., entering radio set making field with line of clock sets and portables, is readying advertising campaign—through its long-time agency, Biow Co.—which is expected to be patterned after Bulova watch advertising. Bulova created and is major user of radio-tv time signal spots.

★ ★ ★

WHETHER there will be rapprochement between NARTB and newly-formed Television Advertising Bureau may be determined at NARTB Board meetings in Washington week of June 21. Although TvAB made notable start at NARTB convention, preclusion of networks, plus attitude of NARTB executives and tv board members, had caused discord. Effort to reconcile differences planned by members of tv board who also are identified with TvAB. Meanwhile, quest for top agency figure to head independent group continues.

★ ★ ★

HERE'S WAY current situation on FCC is sized up with nomination to full seven-year term of John C. Doerfer: If Wisconsin Republican gets by Senate Interstate Commerce Committee without undue acrimony, he'll likely be named chairman by President Eisenhower following Senate confirmation. If, on other hand, there's spirited opposition, way may be found to bring newcomer to FCC, probably George C. McConnaughey of Hillsboro, Ohio, chairman of Renegotiation Board since last November and an Ike favorite.

★ ★ ★

ANY NOTION that Rosel H. Hyde will resign from FCC if he isn't continued as chairman can be dispelled. He will carry on as commissioner for indefinite future. His term as commissioner runs until June 30, 1959.

UNBOUNDED optimism displayed by Senate Communications attaches following report Wednesday that Sen. Johnson (D-Colo.) had prevailed upon Finance Committee to consider anew previously rejected proposal to eliminate 10% excise tax on all-band receivers and uhf converters as means of encouraging uhf set circulation. All concerned contend it would give uhf first concrete relief since its troubles began.

★ ★ ★

CBS LICENSE from SESAC, covering both CBS radio and tv networks and o&o radio and tv stations, expired May 31 and has not been renewed. Understood that while negotiations were carried on right up to the expiration date and that meetings have been held since, network executives feel SESAC terms are unrealistic. No comment forthcoming from CBS, however, and SESAC says only that negotiations are continuing.

★ ★ ★

SPECULATION on vhf broadcasters' position before Sen. Potter's subcommittee this week has ranged field, but best bet is salient contention will be that early vhf'ers spent more money in construction and facilities and on program and set circulation building—and suffered heavier losses over longer period—than any of uhf telecasters. Also to be emphasized is short-span of complaining uhf stations vs. period of years before early vhf stations crossed over from red to black ink.

★ ★ ★

ONE SUGGESTION which may be formally advanced to Potter Communications Subcommittee on solution of uhf problem is redefinition of standards for uhf, to give it higher quality than vhf. This would be accomplished through wider channels (they're all now 6 mc); greater definition via more lines per picture, which would add up to sharper, clearer image approaching "high fidelity" in tv, both black and white and color.

★ ★ ★

BECAUSE of widespread publicity being given Edward Lamb case (Drew Pearson fortnight ago; *The Nation* last week) FCC may shift its stance on July 28 hearing to determine whether he's qualified as licensee of WICU (TV) Erie (and WTOD Toledo, WHOO Orlando, WIKK Erie and permittee of WMAC-TV Massillon, Ohio). FCC tentatively had decided on *pro forma* hearing before an examiner but now there's talk of *en banc* proceeding before full Commission.

★ ★ ★

THERE'S ALWAYS something new under regulatory sun: FCC Chairman Hyde last Friday cooled his heels almost all day in U. S. District Court for D. C. on futile stay order petition of Edward Lamb to prevent FCC from going ahead with hearing on Lamb station license renewals on ground that burden of proof should be on FCC and not on licensee Lamb. Mr. Hyde was never called to stand. (See story page 9.)

★ ★ ★

IT MAY BE an all-broadcaster battle for Arizona's governorship in November. Incumbent Republican Howard Pyle, on leave as vice president and program director of KTAR Phoenix and associated stations, is running again. His opponent may be former Senator and majority leader, Ernest W. McFarland, cp holder for ch. 3 in Phoenix, who last week entered Democratic primaries and is expected to emerge with nomination.

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DANCER, PRANCER & BOXTOP
DAILY BOUTONNIERE

YOU TOO CAN BE SUCCESSFUL!

By Willing D. Buckpassre

Vice President and Executive Boutoniere Waterer,
Dancer, Prancer and Boxtop Agency

It seems but yesterday I was a Two Martini Man with the 117th Battalion, Assistant Radio Research Division of the agency . . . then came my chance for success!

While running through the Radio (Midcontinent) File one day I over reached myself and fell in . . . and some snook closed the drawer! It was three weeks before I was released from my strange prison—during which time I had the opportunity to thoroughly digest the file materal.

Naturally, my secret knowledge (gained when I finally had time to get my teeth into the subject), that Omaha, New Orleans and Kansas City were juicy markets . . . served as a stairway to success for me!

Of course everyone knows there's only one choice time buy in each of these areas: WTIX, New Orleans, WHB, Kansas City; and KOWH, Omaha. I headlined them on each media list, and success was mine! By popular client acclaim, I reached my present eminence!

The moral? *It pays to get right in and learn your facts!*

MID-CONTINENT BROADCASTING CO.

General Manager; Todd Storz

KOWH
Represented by
The Bolling Co.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.

at deadline

Toni-Gillette Step Up Network Radio-Tv Buys

TONI Co., division of Gillette Co., signs to sponsor *People Are Funny* simulcast, making total of six radio and four tv shows to be sponsored on NBC-TV and NBC Radio by Toni and Gillette. *People* will be on NBC-TV Sun., 7-7:30 p.m. starting Sept. 19, and on NBC Radio Tues., 8-8:30 p.m., starting Oct. 5.

Starting July 4, Toni will sponsor *College of Musical Knowledge,* (Sun., 7-7:30 p.m.) on NBC-TV until *People* starts in fall. Also July 4, company will start sponsorship of *Dollar A Second* (Sun., 10-10:30 p.m.) for eight weeks on NBC-TV. Other tv shows sponsored by firm are *Tony Martin Show* (Mon., 7:30-45 p.m.) and *Cavalcade of Sports* (Fri., 10-10:45 p.m.)

On radio Toni or Gillette are or will be sponsoring following shows: *Stella Dallas* (Tues. and Thurs., 4:15-30 p.m.) effective in August; *Young Widder Brown* (Tues. and Thurs., 4:30-45 p.m.); *One Man's Family* (Mon. and Thurs. 7:45-8 p.m.) and *Gillette Fights* (Fri., 10-10:45 p.m.) effective in September. Another program to be selected will be heard Wed. and Fri. 8:15-30 p.m. starting in September. Agencies for Toni and Gillette are: Leo Burnett Co., Weiss & Geller, and Tatham-Laird, all Chicago, and Spitzer & Mills Ltd., Toronto, and Maxon Inc., N. Y.

FCC to Get Complaint On Facts Forum-MBS Pact

COMPLAINT against MBS agreement with Facts Forum to produce second public affairs program, *Reporters Roundup,* along with *State of the Nation,* will be filed with FCC by National Issues Committee, according to Don Pryor, executive director. Continuing exchange of letters with Herbert C. Rice, MBS program vice president, Mr. Pryor charged that "expanding influence of extremist organizations and their increasing success in neutralizing all moderate views is of very grave concern."

NIC is described as non-partisan, non-profit educational association headed by Mrs. Franklin D. Roosevelt. It was formed to stimulate public interest in national and international issues; publishes monthly Washington bulletin, and is developing radio and tv programs.

Commenting on letter received from Mr. Pryor, Mr. Rice said it is Mutual's credo that network has obligation to present fair and impartial commentary on significant developments in public affairs. He added that Mutual would be "happy" to consider program to be created by NIC similar in length and format to Facts Forum shows.

Tv Structure Encourages Monopolies, DuMont Charges

UNLESS Congress passes corrective tv legislation, DuMont's new $5 million Telecentre in New York will never perform public role envisioned when plant was begun three years ago, Dr. Allen B. DuMont told members of Congress and Senators in letter sent over weekend.

Attacking present practices in tv, Dr. DuMont said, "Under present conditions, however, brought about by the ill-advised use of the radio spectrum, monopolies in television broadcasting and the distribution of the products of industry are being developed.

NEARLY HOME

CBS Radio officials elated with first results of nose-count of affiliates on proposal to reduce nighttime rates by average of 15-20%. Six days after affiliation contract amendments were mailed out to stations, and still one week from June 18 deadline [B•T, June 7], officials counted up Friday and reported acceptances from 122 stations, 78% of network rate card. Necessary: 85%.

Gittleson, Clipp Named TvAB Committee Heads

NORMAN GITTLESON, WJAR-TV Providence, and Roger W. Clipp, WFIL-TV Philadelphia, have been made chairmen of two new committees of Television Advertising Bureau—membership and executive selection, respectively—Richard A. Moore, KTTV (TV) Los Angeles, TvAB temporary chairman, announced today (Monday).

Full membership in TvAB is essential before election of permanent chairman and board, Mr. Moore said, so that these men may have industry-wide approval. Membership committee will have 20 members, he said, with 14 already named. They are, in addition to Chairman Gittleson: Don Davis, WHB-TV Kansas City; Frank Fogarty, WOW-TV Omaha; Walter Wagstaff, KIDO-TV Boise; Henry Johnston, WABT (TV) Birmingham; Edwin K. Wheeler, WWJ-TV Detroit; Howard Lane, KOIN-TV Portland, Ore.; Richard Rawls, KPHO-TV Phoenix; Colin Selph, KEYT (TV) Santa Barbara; James Woodruff, WRBL-TV Columbus, Ohio; Paul Adanti, WHEN-TV Syracuse; William Rines, WCSH-TV Portland, Me.; Don Searle, KOA-TV Denver; Vernon Nolte, WHIZ-TV Zanesville; Robert Burow, WDAN-TV Danville, Ill.

Executive selection committee, whose job is to screen key personnel for carrying on bureau functions and to make recommendations to board of directors following its election, comprises, in addition to Chairman Clipp, Charles Crutchfield, WBTV (TV) Charlotte; Tom Harker, Storer Broadcasting Co. (TvAB treasurer); William Quarton, WMT-TV Cedar Rapids; L. H. Rogers II, WSAZ-TV Huntington.

ALL FOR MOM

TWELVE Mutual programs are coming to rescue of housewives from June 21 to July 3 with campaign to get papa and the children to pitch in and give mama a respite from cooking and dish-washing. For third successive year, Mutual is launching its "Look, Mom, It's a Picnic" crusade, under which 12 shows will stress that mom should be relieved of all household burdens during Fourth of July weekend. Programs participating in pro-mom propaganda will be *Adventures of the Falcon, Under Arrest, Mickey Spillane, High Adventure, Squad Room, Nightmare, Official Detective, Crime Fighters, Counterspy, Take a Number, Shadow* and *Nick Carter, Master Detective.*

• BUSINESS BRIEFLY

VIM TO SSC&B • Lever Brothers, N. Y., names Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising for Vim, new low-sudsing detergent washer. SSC&B also handles Lever's Lifebuoy and Silver Dust accounts.

COLGATE NAMES L & N • Colgate-Palmolive Co. appoints Lennen & Newell, N. Y., to handle its Colgate Instant Barber Shave. Product will be introduced late this month on firm's *Strike It Rich* program.

STARCH FOR BREAKFAST • A. E. Staley Co., Decatur, Ill. (Sta-Flo liquid starch), buys for 52 weeks *Breakfast Club* on ABC-TV, Tues.-Thurs., 8:30-8:45 a.m. CDT segment, starting July 27. Agency: Ruthrauff & Ryan, Chicago.

'JUSTICE' RENEWED • Borden Co., N. Y., renews sponsorship of *Justice,* Thursdays, 8:30-9 p.m. to Sept. 30 on NBC-TV. Agency is Young & Rubicam, N. Y.

CROSLEY SPOTS • Crosley Tv Sets, Cincinnati (Super-V tv set), placing spot announcement campaign for two weeks in 15 major television markets, effective today (Mon.), using night identifications and 20-second spots. BBDO, N. Y. is agency.

BEER IN GREAT LAKES • Falstaff Brewing Corp., St. Louis, planning to sponsor five-minute radio sports program in Great Lakes area, using about 30 stations, to start some time in July. Dancer-Fitzgerald-Sample, N. Y., is agency.

GUM IN JULY • American Chicle Co., N. Y. (Dentyne), planning radio spot announcement campaign, effective July 1 for 26 weeks in number of markets. Dancer-Fitzgerald-Sample, N. Y., is agency.

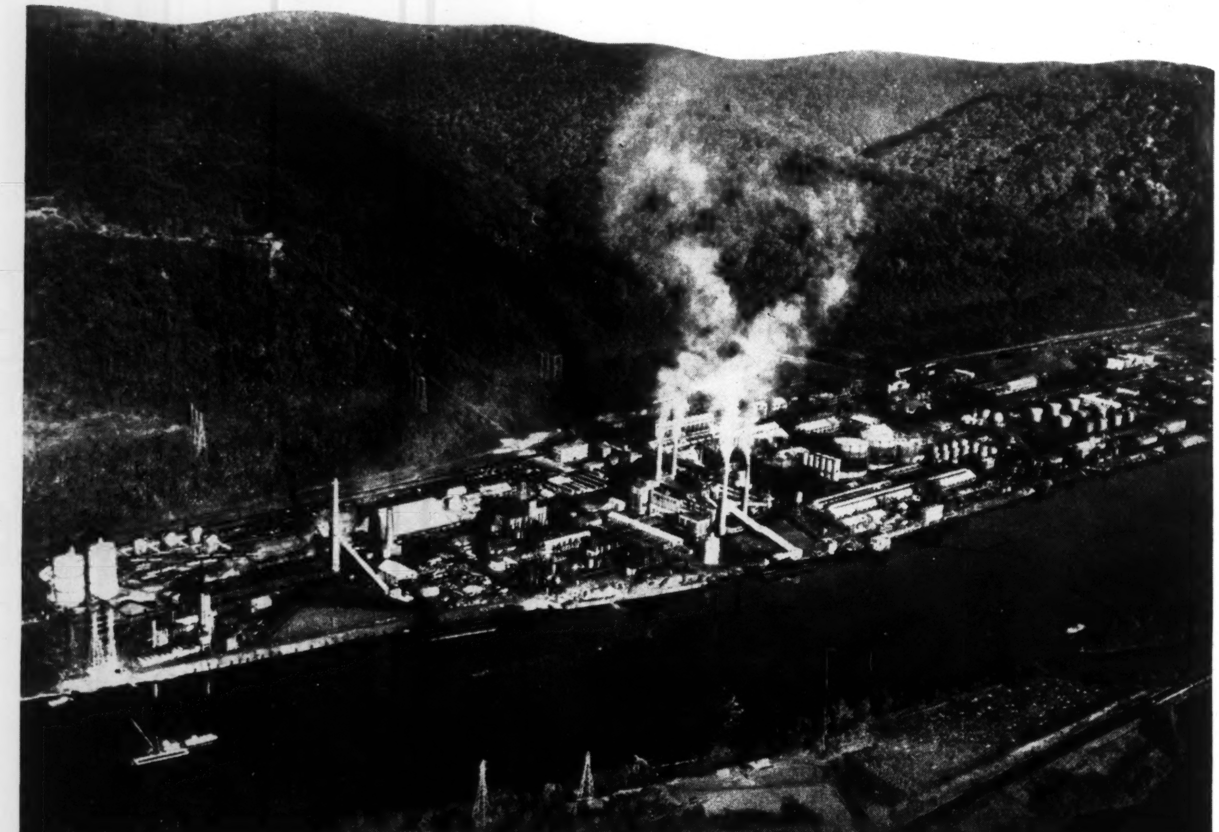
NBC Meet Date Up for Vote

BALLOTING among NBC Radio affiliates on preferable date for affiliates convention was reported neck-and-neck Friday, with returns at time showing 43 affiliates favoring end-of-June conclave, 42 for August meeting, one for "either" and one for "neither." Chicago is scheduled site. If meeting is in August it probably will be Aug. 30, one day ahead of meeting there of NBC-TV affiliates. Robert D. Swezey, WDSU New Orleans, chairman of radio affiliates committee, and Harold Essex, WSJS Winston-Salem, committee secretary, expected to reach decision on basis of vote-count late today (Mon.).

RCA Starts Big Campaign

RCA Victor is conducting largest advertising campaign in its history for new television receiver, radio and phonograph lines, Jack M. Williams, advertising and sales promotion manager of these product divisions, announced Friday. Network radio and tv, 21 national magazines, 200 newspapers in tv markets, and Sunday supplements will be used. Tv and radio campaign will start July 12 on *Dennis Day* show on NBC-TV. In radio, round-the-clock saturation type of network radio programs will be used including *One Man's Family* and *Fibber McGee* plus four other NBC network programs, covering morning, afternoon and evening time.

THE VIEW IS JUST WONDERFUL!



Typical of diversified industry in WSAZ-TV's broad area, here is Du Pont's plant at Belle, W. Va., employing 4,000 workers in the making of many chemical products. Payrolls are about $20,000,000 a year; annual purchases of materials and services run to nearly $6,000,000 in the Kanawha Valley, more than $13,000,000 in West Virginia as a whole.

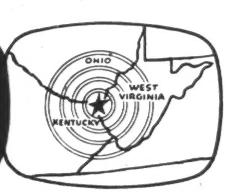
You'll find a lot of attractive scenery here in the industrial heart of America. But it's made up of much more than natural wonders alone. Few markets in the nation can spread such a panorama of expanding industry before the eyes of eager advertisers.

Today, from the tip of WSAZ-TV's lofty tower, you can send your sales message ranging across a prosperous region of 116 counties. Here live close to half-a-million TV families, many of whom count *exclusively* on WSAZ-TV for television pleasure. For their livelihood, they count on some of America's biggest, busiest plants where production of goods (and plump payrolls) continues at an accelerating pace.

WSAZ-TV's viewers shared heavily in the nearly *four billion dollars* of buying power earned in these 116 counties during 1953. Retail sales hit a record of almost two-and-a-half billion. Prosperity in 1954 shows no abatement.

Like this great market itself, WSAZ-TV's popularity also keeps growing. This warm welcome in so many high-income homes (with so much extra money to spend) is being shared profitably by advertisers who recognize WSAZ-TV's persuasive sales power. The outlook for *you*—and what *you* sell—is wonderful, too. Get the facts from The Katz Agency. They can lead to happy changes in sales curves!

WSAZ



TELEVISION

Huntington-Charleston, West Virginia

Channel 3—100,000 watts ERP

NBC Basic Network-Affiliated ABC & Du Mont

Affiliated with Radio Station WSAZ.

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

at deadline

Lamb Denied Injunction Against FCC; Will Appeal

PRELIMINARY injunction to halt FCC's July 28 hearing on license renewal of Edward Lamb's WICU (TV) Erie, Pa., denied Friday by U. S. District Court Judge Edward A. Tamm. Judge granted FCC motion to dismiss Lamb complaint because broadcaster-publisher has not exhausted administrative relief before FCC [B•T, June 7].

Lamb counsel after court action said appeal would be taken early this week to U. S. Court of Appeals for D. C. or directly to Supreme Court. He referred to WICU renewal case which is under attack as unconstitutional because it places burden upon Mr. Lamb to prove he did not falsely inform FCC he never had Communist associations.

Lamb petition was argued by Russell Morton Brown, law associate of former U. S. Attorney General J. Howard McGrath, Lamb counsel and executive vice president of Lamb Enterprises, while FCC defense was presented by General Counsel Warren Baker and Assistant U. S. Attorney Oliver Gasch.

Court denied Mr. Lamb right to relate conversations with Commissioners about hearing delay but allowed Lamb counsel to summarize what he would have testified. Mr. Brown said Mr. Lamb was told by Chairman Hyde and others that FCC has no new evidence but is powerless to halt renewed investigation because Comr. John C. Doerfer is "key to the problem." Mr. Brown said Mr. Lamb talked with Comr. Doerfer and told him he once was Republican but now is a Democrat, to which Comr. Doerfer reportedly replied as Mr. Lamb left, "It would be better if you were still a Republican."

Asked by counsel if he had received offer to purchase WICU, Mr. Lamb said unnamed station broker made offer, but he told broker he couldn't get FCC approval to any sale until his qualifications were cleared. Mr. Lamb said broker answered, "That has been taken care of. We will guarantee it." Questioned if he did sell, Mr. Lamb replied, "I refused to enter any deal with the Commission."

Milwaukee Merger Gets Ch. 12

FCC Friday finalized grant of ch. 12 Milwaukee to merged Milwaukee Area Telecasting Corp. and at same time again turned down application of ch. 25 WCAN-TV in same city for move to ch. 12 [B•T, May 24]. Comr. Frieda B. Hennock dissented.

Commission said grant to Milwaukee Area group (Milwaukee Area, WFOX and WEMP, 30% each; Kolero Telecasting, 10%) correctly followed procedures, maintaining application in hearing status even after merger. WCAN-TV application was filed after hearing had begun, and also violated rule prohibiting operating station from filing application for new facility without surrendering its existing grant. In response to WCAN-TV allegation that FCC accepted KSTM-TV St. Louis application for ch. 11 in that city, even while operating on ch. 36, FCC said KSTM-TV application was filed in time.

Comr. Hennock's dissent and Comr. Robert T. Bartley's concurring opinion urged that mergers be set for hearing.

FCC Denies Protests to Tulsa Grant

SINCE grant of ch. 8 in Muskogee, Okla., to Tulsa Broadcasting Co. (KTUL Tulsa) last April was made after hearing, protests under Sec. 309(c) are invalid, FCC said Friday in denying objections by KCEB (TV), KOTV (TV) and KSPG (TV), all Tulsa [B•T, May 10].

Grant to Tulsa Broadcasting Co. came after competing applicants dropped out, but followed hearing procedures. Protestants claimed hearing status was more legal than fact, that Muskogee grant was being promoted as Tulsa-Muskogee station, that overlap existed between Muskogee permittee and KWTV (TV) Oklahoma City, 50% owned by John T. Griffin and family, owners of Tulsa Broadcasting Co., and that same interests also own KATV (TV) Pine Bluff, Ark., KTUL Tulsa, KOMA Oklahoma City and KFPW Fort Smith, Ark., and that this constitutes undue concentration of control.

Comr. Frieda B. Hennock dissented to FCC ruling, said hearing status of Tulsa Broadcasting Co. was legal fiction, since grant was made on no evidence compiled in hearing. Comr. George E. Sterling did not participate in decision.

NO RED OPERATORS

AMATEUR and commercial radio operators are going to have to swear they aren't Communists and that they are not members of any organization advocating overthrow of Government by force or violence.

FCC Friday issued proposed rules, applying to "hams" and commercial operators, which would make ineligible for licenses any member of Communist Party "or any organization which has been required to register as a Communist-action or Communist-front organization" under 1950 Internal Security Act.

FCC Disputes Property Rights Claims

FCC LITIGANTS have no property rights in their cases, and thus cannot collect pecuniary damages, FCC told U. S. Court of Appeals in Washington Friday in opposing petition for accounting and impounding of profits of WHEC-TV and WVET-TV Rochester, N. Y., filed earlier this month by Gordon Brown, WSAY Rochester [B•T, June 7]. At same time, court scheduled oral argument on request for June 17. Mr. Brown asked that court revoke grant, which permitted both stations to share ch. 10, on ground that he had application pending and that Commission action denied his application without hearing.

Uhf WJTN-TV Returns Permit

PERMIT for ch. 58 WJTN-TV Jamestown, N. Y., returned to FCC Friday for deletion because network affiliation is not available and network programs already are in area from Buffalo and Erie stations.

FCC Resumes Tv Licensing

LICENSING of tv stations resumed by FCC Friday on regular basis with issue of licenses to cover construction permits of WBZ-TV Boston and KCOP (TV) Los Angeles. Processing of license bids was set aside by Commission for more than year in order to put all manpower on handling of new tv station bids.

Three Initial Grants

THREE initial television grants made final by FCC Friday: ch. 13 at Jefferson City, Mo., to Jefferson Television Co. (KWOS); ch. 9 at Minneapolis to KEYD there, and ch. 3 at Phoenix to Arizona Tv Co., headed by ex-Sen. Ernest W. McFarland [B•T, May 31, 24].

Oral Arguments Scheduled

FOLLOWING initial tv decisions scheduled Friday for oral argument on dates shown: June 28—Savannah, Ga., ch. 3, ruling favoring WSAV over WJIV; June 29—Mobile, Ala., ch. 5, ruling favoring Mobile Tv Corp. over WKRG-TV Inc. June 29 FCC also will hear argument of Jefferson Amusement Co. for admission to Beaumont-Port Arthur, Tex., ch. 4 contest.

Allen Station Affirmed

FCC Friday affirmed new station grant to W. Gordon Allen at Springfield, Ore., on 1050 kc with 1 kw day. Protest proceeding dismissed because Mr. Allen no longer has ownership in nearby KSGA Cottage Grove, Ore., with which illegal overlap was charged.

UPCOMING

June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.

June 15: Senate Communications Subcommittee resumes hearing on uhf.

June 15-17: Radio-Electronics-Tv Mfrs. Assn., Palmer House, Chicago.

June 16: Assn. of National Advertisers, midwestern regional meeting, Hotel Knickerbocker, Chicago.

June 17-18: D.C.-Maryland Broadcasters, Ocean City, Md.

June 17-18: Maine Assn. of Radio-Tv Broadcasters, Poland Spring House, Poland.

June 17-19: Florida Assn. of Broadcasters, Biltmore Terrace, Miami Beach.

For other Upcomings see page 125.

PEOPLE

EDWARD H. WEITZEN, vice president of Bulova Watch Co. and president and director of Bulova Research and Development Labs, to American Machine and Foundry Co., N. Y., as vice president in charge of marketing. Post is newly created and will entail responsibility for planning, organizing and controlling all marketing functions for company and its subsidiaries.

JOSEPH C. MEEHAN, with Geyer Adv., N. Y., for past nine years, named director of public relations department at agency.

CHRISTOPHER CROSS, assistant publicity director of Kenyon & Eckhardt, N. Y., has been appointed director of newly formed exploitation division within agency's promotion department. New division will handle all projects requiring dramatic exploitation of client sales messages in local or regional areas.

HAROLD C. LANG, formerly with certified public accountant firm of Lybrand, Ross Bros. & Montgomery, has been elected assistant treasurer of CBS, new post.

FRED W. BOARD, southeastern regional sales manager, Elgin National Watch Co., appointed director of national sales for watch line.

WALLACE E. STONE resigns as sales manager, WITV (TV) Ft. Lauderdale, Fla., to devote efforts to Keystone Enterprises Inc., tv packaging firm of which he is vice president.

Proving Economic Injury: Key to KOA-KOAT Case

HOW specific must protestant be in claiming economic injury in order to have standing before FCC?

That was nub of argument Friday before U. S. Court of Appeals in Washington on request of KOA Denver for stay order against FCC grant early this year to KOAT Albuquerque, N. M., to change from 1240 kc to 860 kc and hike power from 250 w to 1 kw day, 500 w night. KOA protested grant, claiming that loss of New Mexico audience would cause it to lose advertisers. Commission, claiming loss was less than 2% of Denver clear channel station's total listeners, denied protest on ground no serious, specific economic injury shown.

Circuit Judges Harold M. Stephens and E. Barrett Prettyman held long discussion with FCC Assistant General Counsel Richard A. Solomon on how specific injury could be proved before new broadcast operation commenced—which by then would be too late to permit protest. Other jurist on three-man court was Judge Henry W. Edgerton.

Arguing for KOA was James A. McKenna Jr.; for KOAT, Paul Dobin.

Newswriters Strike Threatened

WBBM-AM-TV Chicago prepared Friday to use newscasters and newsroom supervisors in face of threatened walkout by 14 members of independent Radio Writers Guild, slated for midnight. Possibility of 11th hour negotiations held remote, with no further discussions scheduled. Dispute centers around wages and fringe benefits, including radio-tv news program credits.

what's cooking in Coffeyville?

The 10 county Coffeyville trade territory is a major market of 271,300 people. 50% larger than Wichita or Tulsa. Check your sales potential in the Southeast Kansas—Northeast Oklahoma market and you will be truly amazed. KGGF has served this hometown area for 24 years. With 10 KW on 690 KC, KGGF delivers a primary coverage of 87 counties in Kansas, Oklahoma, Missouri and Arkansas, with a population of 2,750,000.

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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John Osbon, *News Editor.*

HOLLYWOOD Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: **$7.00.** Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00,** or TELECASTING Yearbook (54th issue): **$9.00.** Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00.** Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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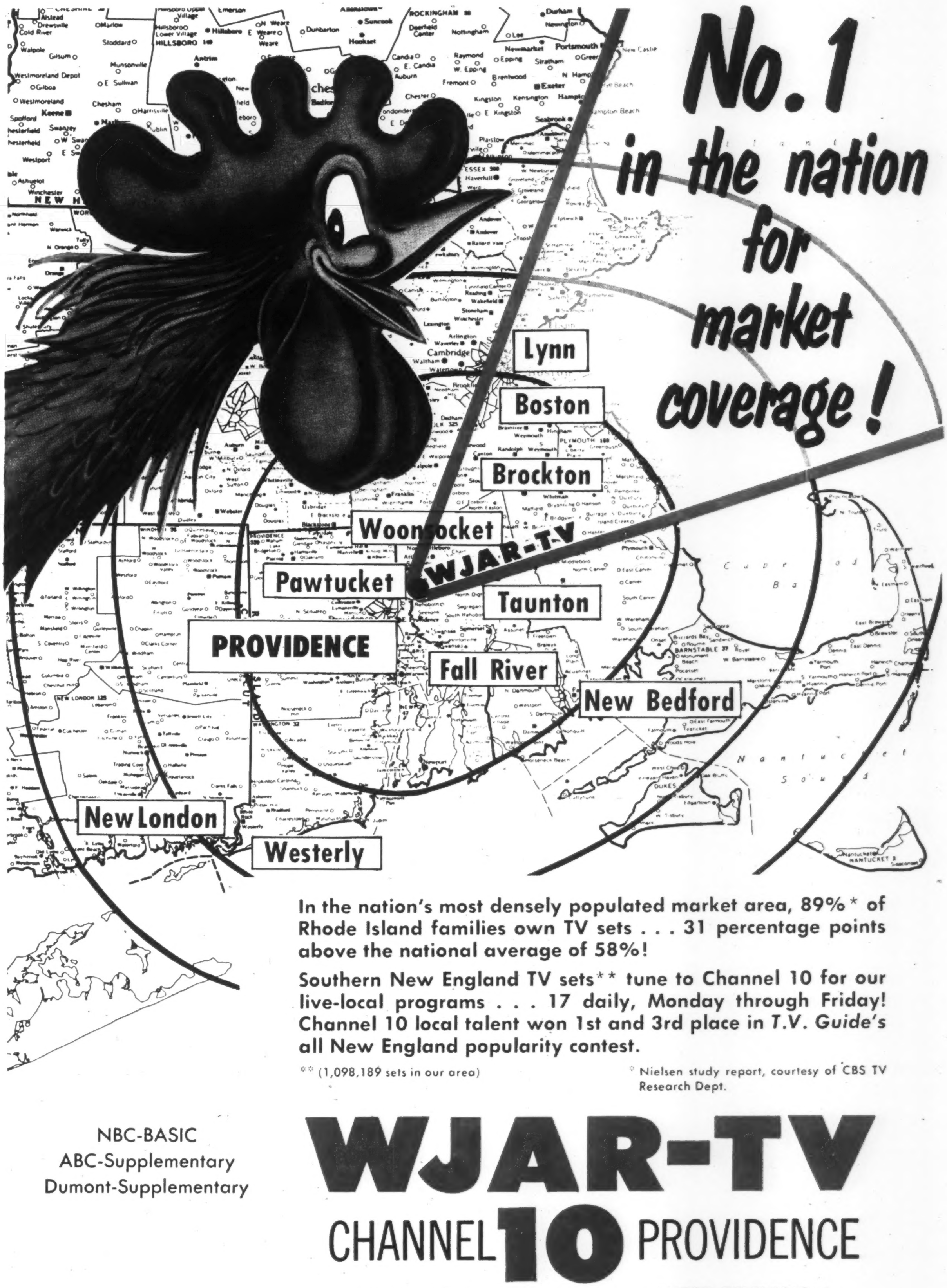

No. 1 in the nation for market coverage!
Lynn
Boston
Brockton
Woonsocket
WJAR-T-V
Pawtucket
Taunton
PROVIDENCE
Fall River
New Bedford
New London
Westerly

In the nation's most densely populated market area, 89%* of Rhode Island families own TV sets . . . 31 percentage points above the national average of 58%!

Southern New England TV sets** tune to Channel 10 for our live-local programs . . . 17 daily, Monday through Friday! Channel 10 local talent won 1st and 3rd place in *T.V. Guide*'s all New England popularity contest.

** (1,098,189 sets in our area)

* Nielsen study report, courtesy of CBS TV Research Dept.

NBC-BASIC
ABC-Supplementary
Dumont-Supplementary

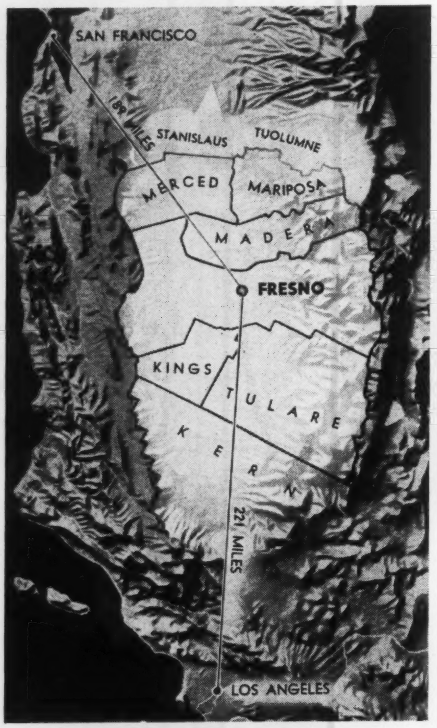
WJAR-TV

CHANNEL 10 PROVIDENCE

National Sales Representatives — WEED TELEVISION

KJEO-TV
FRESNO, CALIF.
Serves an
EXCLUSIVE
UHF MARKET

ALL stations in the Fresno Trade Area are UHF stations. Los Angeles and San Francisco cannot possibly get into this area. The flat Valley topography, surrounded by mountains, and the 4400 ft. height of the KJEO transmitter gives UHF every natural advantage.



KJEO
CHANNEL 47
ABC-TV AFFILIATE
GREATER Coverage
SUPERIOR Reception
Powerful new 12 KW transmitter now in operation with ERP of
444,000 WATTS
Covers ALL Central California's rich BILLION dollar market.
106,558 sets
March 1954
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices in Leading Cities

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone 7-8405
J. E. O'Neill, President

OPEN MIKE

Applause From Author

EDITOR:

BEEN TRYING ALL MORNING TO FIND ENOUGH FIFTY CENT-WORDS TO EXPRESS MY APPRECIATION OF THE WORKMANLIKE MANNER IN WHICH YOU FOLKS HAVE HANDLED "ADS, WOMEN, AND BOXTOPS" BUT THERE JUST AIN'T ANY WORDS THAT WILL DO. SO ALL I CAN SAY IS THANKS A MILLION PLUS INTEREST FOR A WONDERFUL JOB AND FOR SENDING ME ONE OF THE FIRST OFF THE PRESS.

DUANE JONES
NEW YORK

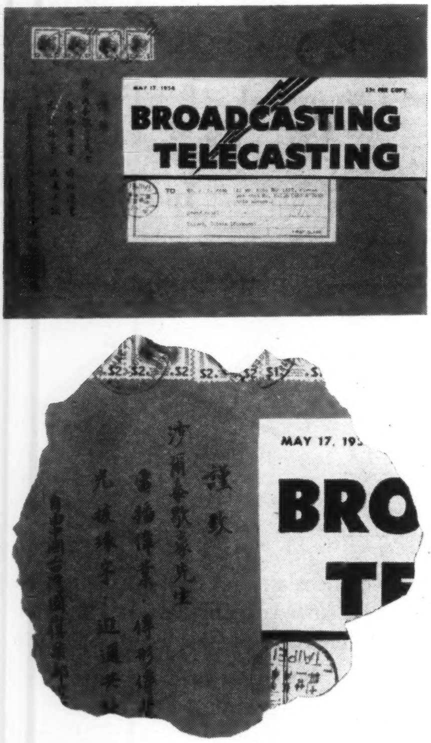
Abroad with B•T

EDITOR:

The great achievements in BROADCASTING • TELECASTING have travelled around the whole world.

Everyone, far or near, admires such accomplishments.

Eddie Zee, Manager
Grand Hotel
Taipei, Formosa



[EDITOR'S NOTE: Mr. Zee's letter is a translation of the Chinese characters on the envelope pictured above. The envelope contained a copy of B•T airmailed to A. D. Ring, Washington consulting engineer, when he was in Formosa on a mission to the Free China government.]

Where the Fault Lies

EDITOR:

. . . If uhf folk had believed what they read, they wouldn't be yelling so loud about rules being changed in the middle of the stream. I believe B•T devoted around 5,000 pages to statements from Rosel [Hyde] and others that the FCC was going to expedite making grants. I saw nothing to indicate they were going to confine expedition to uhf, although admittedly uhf would be helped by that.

I was against intermixture originally; I still think it is a bad answer. I'm not competent to show how to do without it, but DuMont made a pretty fair showing on his own on the subject. When the allocation plan, with intermixture, was adopted, I recommended to our board that we forget uhf in Decatur and try to work out a merger on some basis in Champaign vhf. We did and are on the air with 20% of a profitable operation rather than 100% of a losing one. I read the same writings, talked with similar lawyers, as did most people now in uhf . . . or in losing vhf. We just interpreted it differently.

And I'd hate to have our radio operation mangled by more regulation because a group of hungry broadcasters or telecasters want Congress to bail 'em out of a bad economic decision they themselves made.

Merrill Lindsay
General Manager
WSOY Decatur, Ill.

Vote for Federation

EDITOR:

Your lead editorial ["Toward a National Federation of Radio and Television Broadcasters," May 31] right down my alley. At breakfast Thursday a.m. with Justin Miller I propounded to him same thought. Asked him if it made sense. Thought it did, said he.

Lobbying and public relations by the parent organization in Washington—openly and without apology—all other functions under separate and independent setups. Labor, for instance, follow newspapers lead i.e., the Standing Committee—be set up in Chicago and given the funds and manpower to do the job.

All this would necessitate revision of dues structure, but that must come anyway in time. Too many and too high—bearable now but not in any stiff competitive pinch. Keep pitching!

Leslie C. Johnson
General Manager
WHBF-AM-FM-TV Rock Island, Ill.

Not Neighborly

EDITOR:

With reference to your story on the Senate uhf hearing on page 45 of the current issue [June 7] of the magazine, you refer to Beachview Broadcasting Corp. as an applicant for ch. 10 at Portsmouth, Va.

Beachview, owned and controlled by Norfolk residents, is an applicant for vhf channel 10 at Norfolk, Va.

Irvin M. Kipnes, Secretary
Beachview Broadcasting Corp.,
Norfolk, Va.

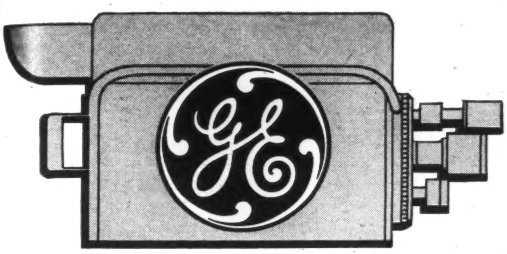
Radio Activity

EDITOR:

With the various articles you have on the importance of radio in a television age, I thought the enclosed squib, pointing up Dick Osgood's commentary from the *Detroit Free Press* of May 25 should be worth reprinting in your fine publication.

Harry R. Lipson
Asst. Managing Director
WJBK Detroit

[EDITOR'S NOTE: Here's the item Mr. Lipson sent: "Harry Lipson, assistant managing director of WJBK, watched the dramatized atomic attack on ABC-TV last Tuesday. He points out that the real hero of the hour was—the portable radio! Following the attack, radio was the only means of communication. Quite an admission for a television show."]



TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

COLOR CAPSULE EDITION

NEW SLIDE SCANNER KICKS-OFF G-E'S PYRAMID PLAN FOR COLOR TV

E. H. LEDERER

● Recognition for much of the technical perfection of this slide scanning system immediately focuses an author's spotlight on E. H. Lederer, Mechanical Design Engineer. Of many contributions which Lederer made, his simplified optical wipe technique is particularly outstanding. In application, this development speeds slide changing to a point where normally used supplementary electronic equipment is eliminated. Mr. Lederer has specialized in Studio Engineering at G-E headquarters in Electronics Park for the past seven years.

The Editor, G-E Telequipment News, Section X264-14, Electronics Park, Syracuse, New York

2" x 2" unit highly rated for performance, accessibility, safety, small size, and unique block-building features

If you want to be in on the ground floor of color telecasting, be ready to transmit network programs and be ready to cash in on the rapidly growing demand for local color commercials. The Pyramid Plan shows you how. General Electric is set now to supply this and every other level of your color pyramid needs with such outstanding equipment as the new slide scanning system. Note, particularly, that it is applicable to black and white programming as well as color.

There are several current exclusives in design of the PR 8-A slide scanner worthy of mention and imitation. First among these ...it has the fastest (F 1.9) non-shading optical systems in the industry today. Iris control permits use of slides having wide density range. Next, the automatic slide changer feature makes it easy to operate from either local or remote sources. And, slide carriages are provided to handle as many as 125 cardboard or 65 glass framed slides.

All adjustments for the lenses and mirror mountings can be made outside the cabinet. Thus, optimum alignment of the system is achieved with all extraneous light shut out. A unique and highly desirable function of the 2" x 2" slide changer is the outside to center, and center to outside mechanical and optical wipe action which occurs when changing slides. Normally, this is completed in less than .6 second and provides acceptable slide changeover. As a result of this high speed, added electronic equipment usually required for this action is not necessary.

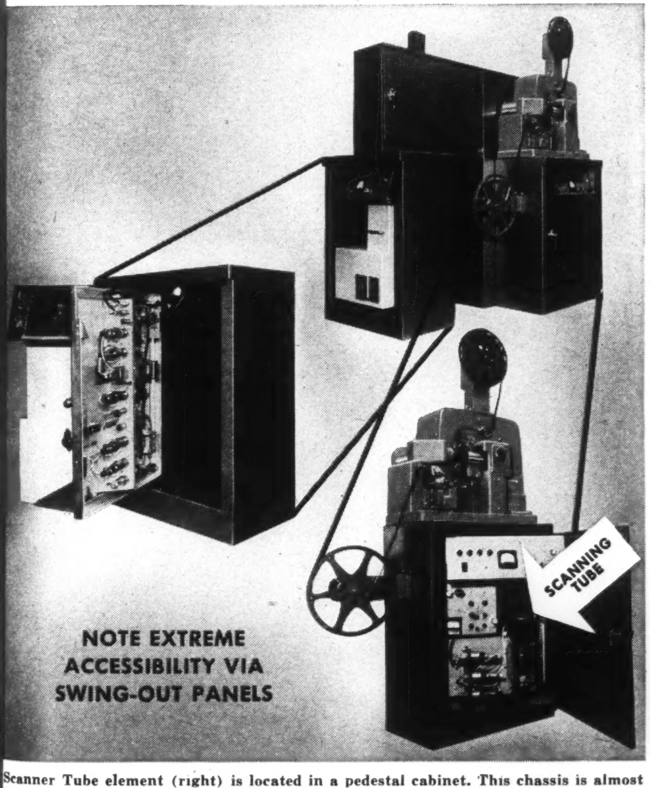
Work was co-ordinated with Eastman Kodak and Bausch & Lomb

Both of these well known companies provided valued assistance in developing the scanner system. Final design consists of heavy ½" plate of high strength tempered aluminum alloy to which all lens, mirror mounts and slide changing mechanism are attached. This plate is mounted in a heavy 14-gauge steel reinforced cabinet. Alignment is no problem since permanent location of the plate in the cabinet permits compensation for uneven flooring or other mis-alignment conditions.

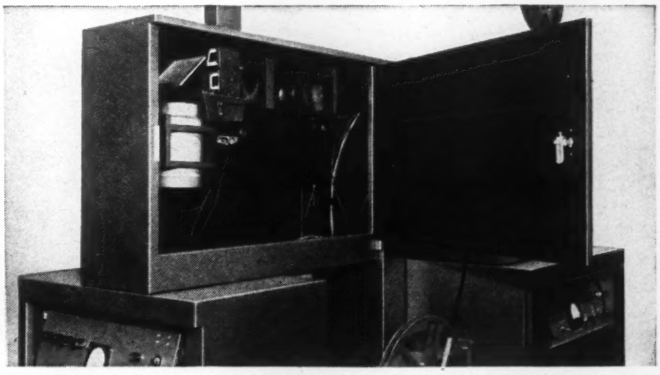
Universal Acceptance Predicted

This unit satisfies the most critical broadcaster's demand with award-winning features at a reasonable price. General Electric has attained its objective of manufacturing a slide scanner with exceptional appeal to small and large broadcasters alike.

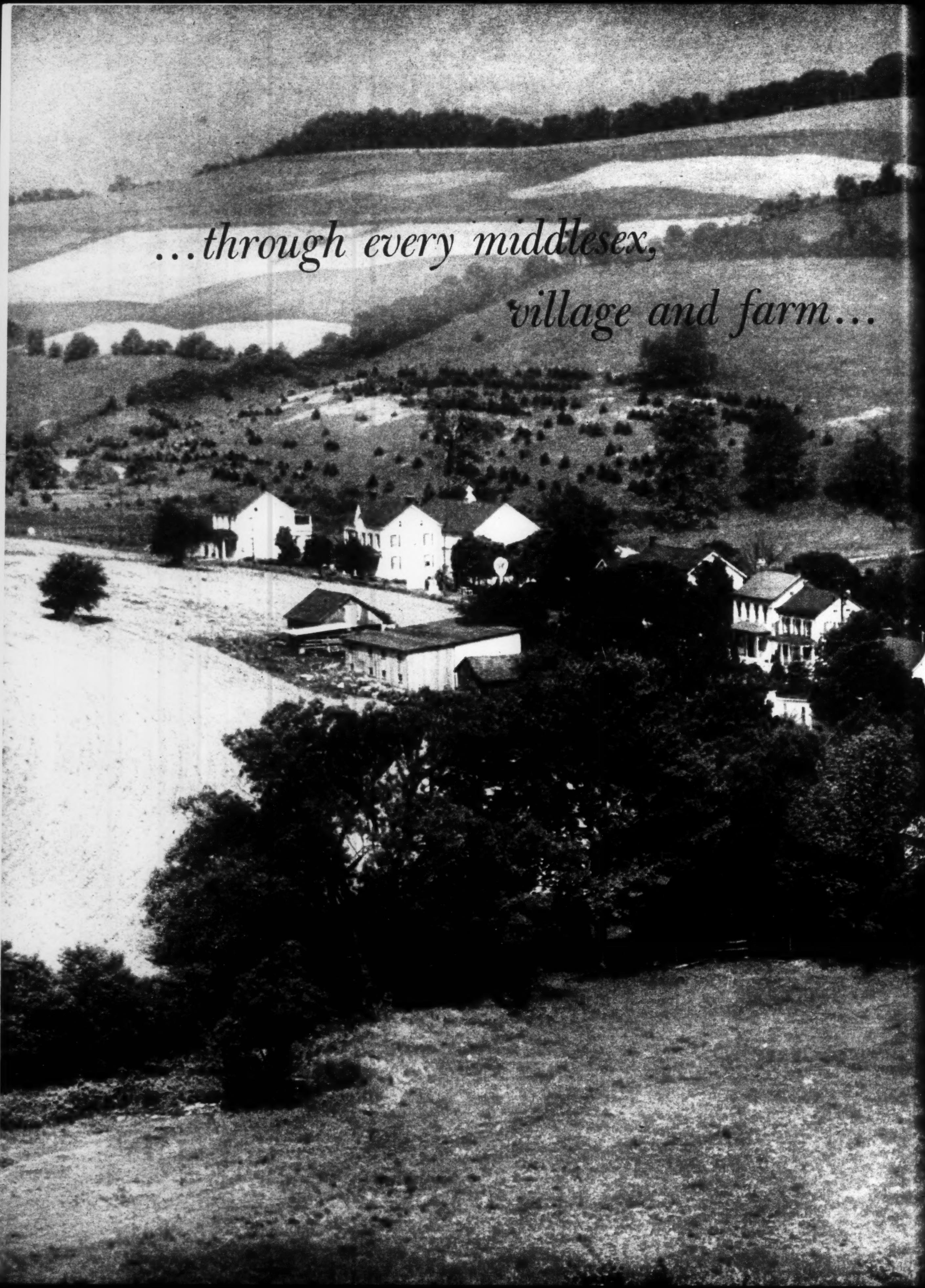
GENERAL ELECTRIC



Scanner Tube element (right) is located in a pedestal cabinet. This chassis is almost identical to the corresponding scanning source used in the 16 mm motion picture unit. Both work into a common set of 3 photo-electric cells and associated dichroic beam splitters, filters and preamplifiers.

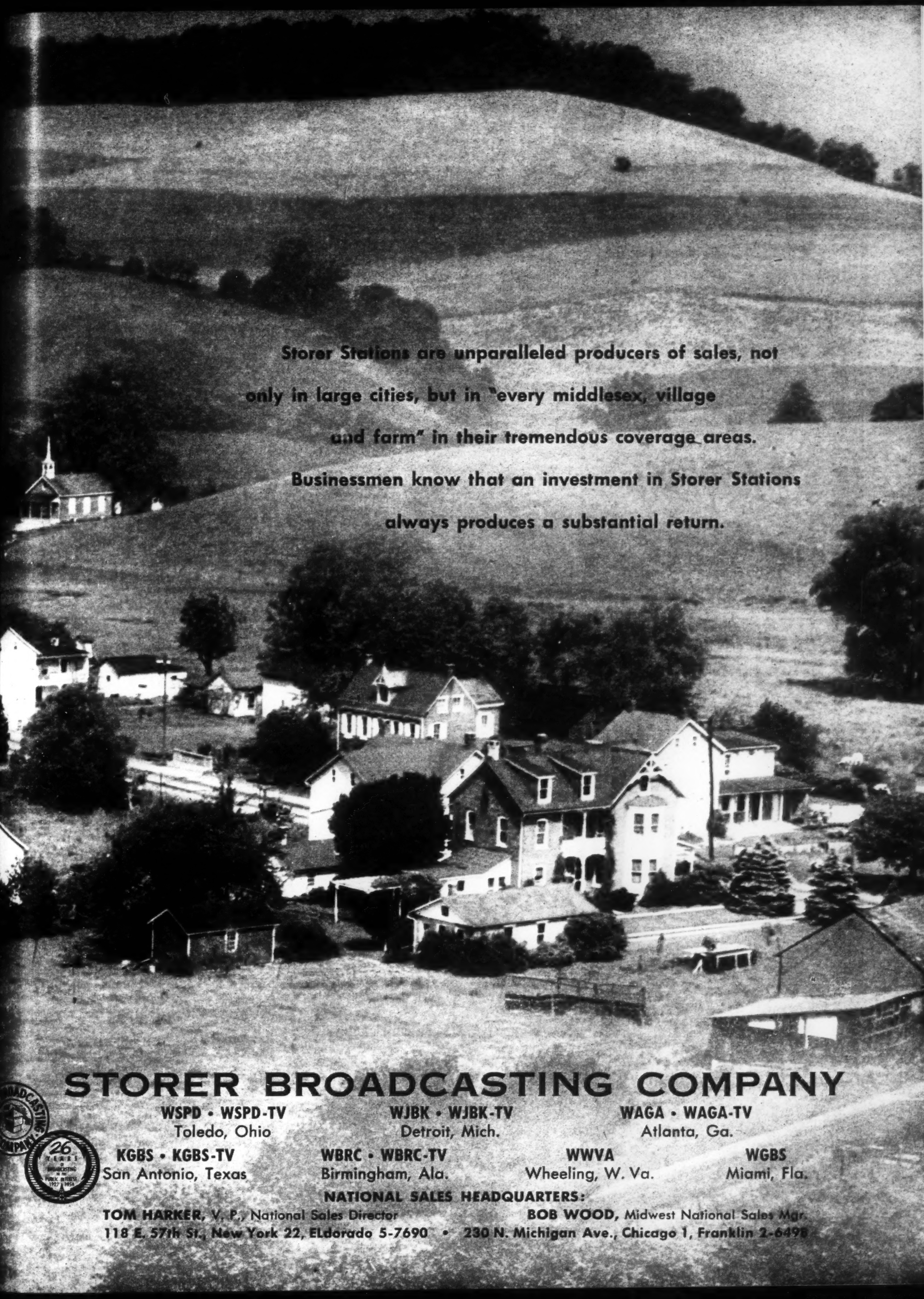


Slides are stacked above cabinet for automatic feeding. Raster control from the panel at lower left provides adjustment for accurate scanning. Operating safety assured with detailed interlocking and shielding. The combination of slide scanner plus two continuous motion film scanners occupies just 32½ square feet.



…through every middlesex,

village and farm…



Storer Stations are unparalleled producers of sales, not only in large cities, but in "every middlesex, village and farm" in their tremendous coverage areas. Businessmen know that an investment in Storer Stations always produces a substantial return.

STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

KGBS • KGBS-TV
San Antonio, Texas

WBRC • WBRC-TV
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

PERSONALITY-PROVEN SPOTS

"Women Only"

Ted Jackson

Views Women's World From Man's Angle

"It's a woman's world" doesn't hold true when Ted Jackson starts dissecting it from the man's point of view. He reports on things of interest to women, in the news, in the home and depicts the world as their oyster.

Women and sponsors love this sprightly program that ripples nonchalantly along. Sales show women are captivated by the sponsors' messages. They don't mind being gently spoofed and enjoy having the morning hurly-burly calmed and soothed by music.

When you have a product or service to sell Western New York women, WHAM Radio is your answer.

50,000 Watt Clear Channel

WHAM

ROCHESTER RADIO CITY

The Stromberg-Carlson Station

AM-FM ★ NBC Affiliate

Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

THE PETER LIND HAYES SHOW

Network: CBS Radio
Time: Mon.-Fri., 7:15-7:45 p.m. EDT
Star: Peter Lind Hayes
Singer: Jack Haskell
Orchestration: Norman Paris Trio
Producer-Director: Bruno Zirato
Writer: Bob Cocoran
Production Cost: $4,300 per week

CBS RADIO seems determined to make a radio star out of Peter Lind Hayes. On the strength of his past performance in other branches of entertainment there are no grounds to question that goal. Mr. Hayes is a congenial showman who, with Mary Healy, his wife and theatrical partner, has earned an enviable reputation in his field, particularly on the supper club circuit.

Last March, the network set up a half-hour Saturday afternoon show around Mr. Hayes, m. c. of the series. Miss Healy, usually his co-star, made only brief appearances to sing a song or two. A collection of guest celebrities gave the show a little variety. Mr. Hayes bravely chattered his way through the half-hour guided by some badly written scripts. From a program standpoint, it was a colorless show doomed to a short life.

But CBS is displaying confidence that in Mr. Hayes lies a potiential for some kind of radio programming. Last Monday a new *Peter Lind Hayes Show* went on CBS Radio as a half-hour Monday through Friday evening venture. The format is slightly different from its predecessor. But the changes have not led to any noticeable improvement in either quality of programming or entertainment value.

In this new vehicle, Mr. Hayes stands pretty much alone. Basically he functions as a disc jockey. The records are supplemented with some live music by the Norman Paris Trio, songs by Mr. Hayes and Jack Haskell. All of this is acceptable enough. But again Mr. Hayes is working against unfair odds in the script department. Between musical numbers the show falls flat.

Another factor that possibly contributes to Mr. Hayes' uneasiness is lack of a live audience. The show is transcribed. It's star, whose success in the entertainment business has been largely tied up with immediate audience response, has apparently found that putting talent on tape for broadcast at a later time is a poor substitute for the encouragement a performer gets from fans in the studio.

★ ★ ★

THEATRE ROYAL

Network: NBC Radio
Time: 9:30-10 p.m. EDT Wednesdays
Play (6/9/54): "Private Rooms"
Star-Narrator: Sir Ralph Richardson
Produced By: Towers of London
Producer-Director: Harry Alan Towers
Music Composer-Conductor: Sydney Torch
Point of Origination: London (by transcription)

FOR THE past several months NBC Radio has been programming a series of English dramas titled *Theatre Royal*. Occasion arose to hear one episode last Wednesday when the network moved the series into the 9:30-10 p.m. time period. On almost every level, *Theatre Royal* is superior radio entertainment.

The series is British through and through. It is transcribed in London for broadcast here. The people who bring to life the radio adaptations of such prominent writers as J. B. Priestly, whose "Private Rooms" was on the boards last week, are all English actors. The company engaged for "Private Rooms" was headed by Sir Ralph Richardson, who did a fine job in clarifying the "Private Rooms" story line and making a complicated plot understandable in a short half-hour's time.

The play actually deals with two stories: the relationship of an established actress and a young poet and similarly the relationship of an established actor and young ballerina. Eventually the youngsters get together as do their older and wiser theatrical friends, and all ends on a happy note. But jumping from one tale to another in a radio play where the eye cannot follow the action can ruin a story if it is not properly handled.

In "Private Lives," the adaptation depended mostly on narration rather than dialogue to get across a good percentage of the story. As narrator and star Mr. Richardson reached that goal most satisfactorily.

★ ★ ★

BOOKS

YOUR PLACE IN TV, by Edwin B. Broderick. David McKay Co., 55 Fifth Ave., New York. 142 pp. $2.75.

WRITTEN in the second person, this little book is intended to answer a question being asked today by many high school and college students: "How can I get into television?" Greatly simplified for easy reading, chapters deal with possibilities for a tv career, the technical, administrative and creative divisions of tv, and some allied industries. The appendix includes a job classification list, directories of colleges and technical schools offering tv courses, a glossary and a sample script.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

June 16-17: Milwaukee, Whitmall Park

June 23: Chicago

June 29: Ohio State Penitentiary

July 1: Columbus, Ohio, Governor's Mansion

July 8-9: Cleveland (*Home* only)

July 15-16: Ft. Belvoir, Washington, D. C.

July 22-23: Ft. McHenry, Baltimore and B & O Roundhouse

July 29-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

August 6-7: Boston

August 12-13: New York

[Note: This schedule will be corrected to press time of each issue of B•T]

The 1954-55 Telecasting Yearbook and Marketbook is now in Production

THE BUYERS' GUIDE of the TV business. . . . the all-inclusive 1954 TELECASTING Yearbook & Marketbook . . . is now in production. Timed for fall buying, the 16,000 editions will be published in mid-August.

The 500 page fact-packed TELECASTING Yearbook & Marketbook meets the urgent need for up-to-date data on burgeoning TV. That's why, in 1953, some 327 astute advertisers used space in television's "One BOOK Reference Library".

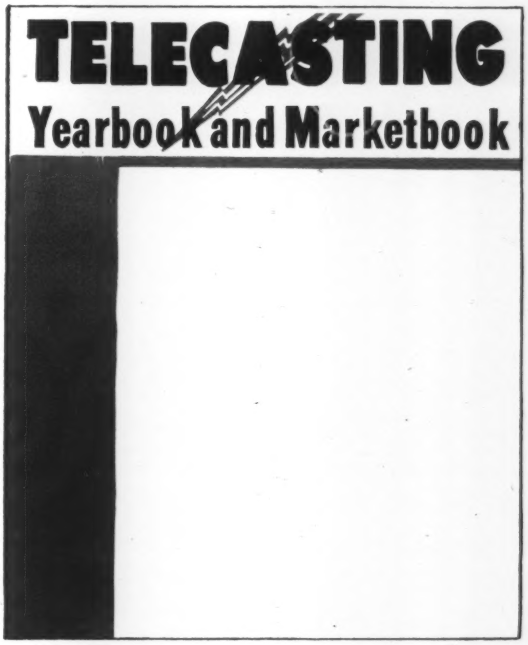
You'll find your important customers . . . agencies . . . advertisers . . . stations . . . using the TELECASTING Yearbook & Marketbook practically every working day. That's why it's your Best Year-Round Advertising value. Reserve space today!

BRIEF INDEX OF FEATURES

- **Complete TV Station Directory, including key personnel, station coverage, rates, market statistics.**
- **County by county breakdown of TV homes.**
- **Film, Equipment, Station Representative, Agency Directories and others.**
- **Latest retail sales, population, and other market data by counties.**
- **Network personnel, rates, maps, affiliates, and 600 other reference classifications.**

DEADLINES:

Advertising deadline is July 19 (for proof); final closing is August 1. Minimum space for station directory positions is a half page; space for all other directories ranges from 1/6 page to spreads.



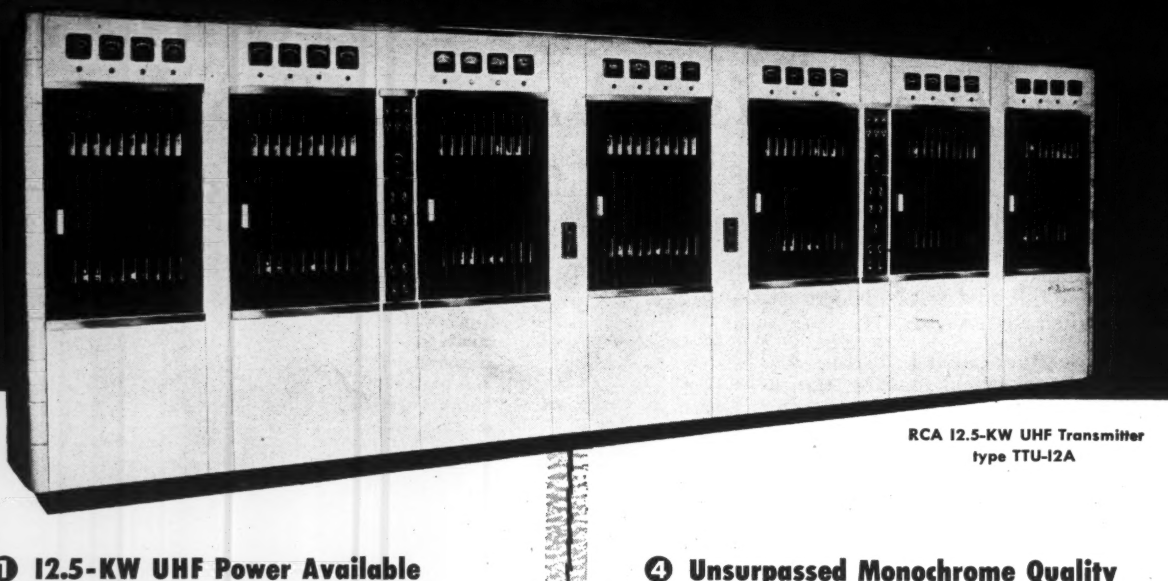
Place your reservation with the nearest Broadcasting • Telecasting Office

WASHINGTON, D. C.
1735 DeSales Street, N. W.
Metropolitan 8-1022

CHICAGO
360 N. Michigan Avenue
Central 6-4115

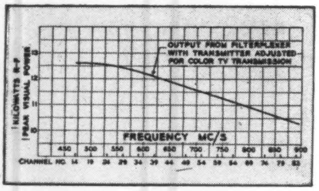
NEW YORK
444 Madison Avenue
Plaza 5-8355

HOLLYWOOD
Taft Bldg., Hollywood & Vine
Hollywood 3-8181



RCA 12.5-KW UHF Transmitter type TTU-12A

➊ 12.5-KW UHF Power Available



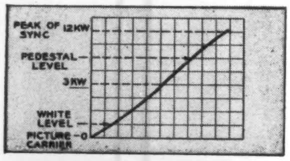
With RCA's new transmitter, you get full *12½-kilowatt output* (at the low end of the band). Moreover, you get this with all adjustments made for optimum color transmission—and with an extra-large allowance (10%) for losses in the Filterplexer. In most cases, loss is actually much less, so that output on some channels is nearly 14 KW.

➋ 300-KW to 500-KW Effective Radiated Power (ERP)

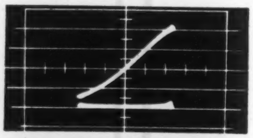
Operated in combination with a non-directional RCA high-gain UHF Pylon Antenna, this 12.5-KW transmitter is capable of providing an ERP of 300 KW. With a directional RCA Pylon Antenna, powers up to 500 KW are possible (in a given direction).

➌ Designed for Color

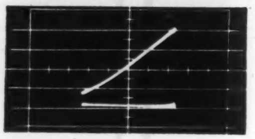
Performance requirements for color are much more stringent than for monochrome. The TTU-12A was designed to meet color requirements. Over-all linearity is virtually a straight line—from white level to sync signal peaks. Wide band width provides excellent response out to 4.2 MC. And the very important phase vs. amplitude response is constant over the whole operating range.



Curve illustrating the linearity characteristic of the RCA TTU-12A transmitter.

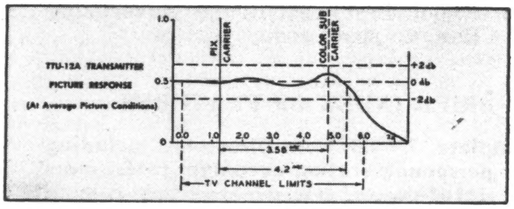


A linearity trace (taken directly from an oscilloscope) of the TTU-12A transmitter at 12 KW "peak-of-sync."



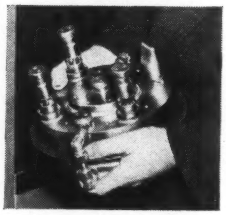
Another linearity trace (taken directly from an oscilloscope) of the TTU-1B when driving the TTU-12A to 12 KW "peak-of-sync." "P.A." output.

➍ Unsurpassed Monochrome Quality



Equally important—you get SUPER MONOCHROME QUALITY with this RCA UHF transmitter. It exceeds FCC requirements for satisfactory monochrome operation by a wide margin! Since the RCA transmitter is adjusted for the more stringent color requirements, it is particularly good for monochrome.

➎ Conventional Tubes Throughout



The latest circuit principles and techniques are employed in the TTU-12A—but they are easily understood by all station operators. That's because *only conventional type tubes are used.* For example, the RCA-developed high-power tetrode (RCA-6448) is used in both aural and visual "P.A.'s". This tube is small and easy to handle—fits into a unique "glide-in" cavity assembly that can be interchanged quickly and easily. The result is a high-power UHF transmitter that is as simple, reliable, and convenient to operate as standard broadcast transmitters.

➏ Economical To Operate

Average power consumption of the TTU-12A is less than other UHF transmitters of equivalent power. Tubes are designed for long operating life. At conservative estimates, these provide total savings up to $34,000—based on a 10-year operation. See the typical readings and performance characteristics in Table I.

TABLE I

(Typical Transmitter Specifications and Meter Readings)

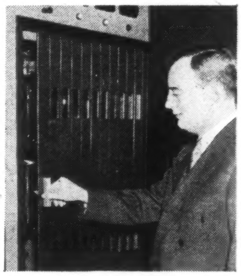
Transmitter Power Consumption (approx.):		
Average Picture		**85 KW**
Power Factor		**0.9**
Transmitter Output Meter Readings:	**Peak of Sync**	**Aural (C.W.)**
Power Output (transmitter)	**14.0 KW**	**8.4 KW**
Power Output (Filterplexer)	**12.6 KW**	**7.6 KW**
Plate Efficiency	**47.6%**	**33.3%**
Transmitter Overall Dimensions:		
Width (front line cabinets)		**235″**
Height		**84″**
Depth		**32-9/16″**
Weight		**6000 lbs. (approx.)**

Only the RCA 12.5-KW "UHF" has all these 11 features!

⑦ RCA 1-KW Driver—Plenty of Reserve

The RCA 12.5-KW UHF transmitter uses the famous RCA TTU-1B 1-KW UHF transmitter as the driver. This transmitter, now used by nearly a hundred UHF stations, has established an outstanding record for performance and reliability. If you want to begin UHF operations with one kilowatt now, you can do so with an RCA TTU-1B 1-KW transmitter. Then add an RCA 12.5-KW UHF power amplifier later.

⑧ Space-Saving Mechanical Features



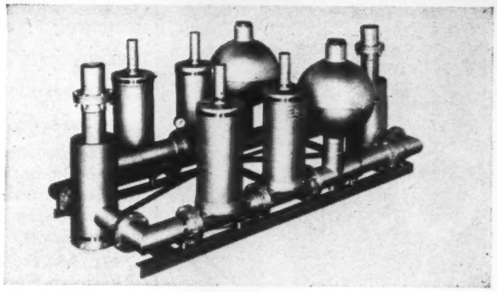
Horizontally sliding doors, front and back, save on workable floor space—give the operators more elbow room. Small cubicles (27″ wide, 32″ deep, 84″ high) enable you to move them through standard doorways and in and out of standard elevators. Pre-formed intercabinet connecting cables reduce installation costs.

⑨ 10 Micro-Second, Fault-Protection

Unique electronic overload protection completely safeguards power tubes and circuitry against momentary or sustained overload. (For example, the protection circuit will remove power so fast it will prevent damage to a wire as fine as 0.005-inch diameter shorted across the 7000-volt power supply!)

⑩ Hi-Lo Cutback Reduces "Off-Air" Time

With the TTU-12A transmitter you can cut back to a generous 1-KW power level—and stay "on-air" while making emergency repairs to the 12½-KW amplifier. Moreover, small size tube cavities in the power amplifiers may be interchanged in less than 5 minutes—enabling you to return to full power promptly.

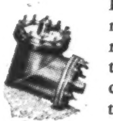


RCA TTU-12A Filterplexer

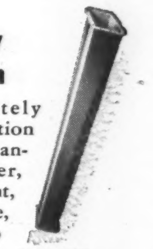
⑪ You Pay Nothing for "Extras"

The price of the RCA 12.5-KW UHF includes the complete transmitter package. No "extra" charge for UHF Filterplexer (combination sideband filter and diplexer). No "extra" charge for one complete set of tubes. No "extra" charge for two sets of crystals, two P.A. "glide-in" cavity dollies, one spare cavity, two water pumps, and pyranol-filled plate transformer.

Specify a Completely Matched UHF System



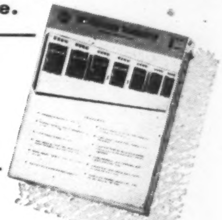
RCA can supply a completely matched system to meet any station requirement. This includes the antenna and tower, transmitter, console, monitoring equipment, transmission line or waveguide, and the many other accessories needed to put a UHF station on the air. Everything is matched for peak performance and you get everything from one reliable source—RCA!



RCA UHF Waveguide Section

For complete information on the RCA 12.5-KW UHF transmitter—and RCA UHF accessories—call your RCA Broadcast Sales Representative.

New brochure on the RCA 12.5-KW UHF transmitter. Includes technical specifications, floor plans. Free from your RCA Broadcast Sales Representative.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION ***CAMDEN, N.J.***

BIG MARKET JOBS—
—SMALL MARKET COSTS

KDUB-TV

LUBBOCK, TEXAS

pres. & gen. mgr.,
W. D. "Dub" Rogers

CBS

national sales mgr.,
George Collie

represented by
Avery-Knodel, Inc.

our respects

to THOMAS SHERMAN MARSHALL

AN INDEPENDENT radio station can hold its own against radio or tv network programming. This is the profound belief of Thomas Sherman Marshall, president of WOLF Syracuse, N. Y., whose conservative but flexible business hand has guided WOLF through 14 successful years.

Mr. Marshall, who is chairman of the Assn. of Independent Metropolitan Stations, also feels that tv has in no way hurt his operation. WOLF's forte is music and news, and, according to its president, tv hasn't taken away that specialized audience.

Known by his associates as Sherm, Mr. Marshall was born in Salem, Ill., Jan. 27, 1899, the son of a sawmill operator. During his vacations, and for two years after his graduation from Northwestern U. in 1920, Mr. Marshall also worked at sawmilling. He then left to try his hand in other fields.

Mr. Marshall began his career in sales and advertising with the Shell Oil Co., as a tank car salesman, covering the state of Iowa. In 1927 he was transferred to the St. Louis office and was promoted to assistant advertising manager. Two years later he was appointed advertising manager of the then newly-formed Shell eastern unit. It was in this assignment that Sherm first felt the impact of radio.

The idea of his entering the radio operation field came in 1935, when he was not able to clear time for a Red Network show in Syracuse for Shell. At the time there were only two stations in the city, one a Blue Network outlet and the other Columbia.

The opportunity that another radio station in that city promised was too great for Mr. Marshall to ignore. After he was transferred to Syracuse in 1936, he resigned at the end of the year to try his luck in radio.

WOLF Wins Over WORM

After many delays and a year's wait for a final decision, Mr. Marshall's new station finally began operating in 1940. The choice of call letters resulted in a painstaking search through the dictionary to find a four letter word beginning with "W". WOLF seemed more appropriate at the time than WORM, Mr. Marshall recalls.

In his first year of operation, Mr. Marshall was caught unprepared by a prospective sponsor who insisted on hearing a singing jingle commercial. The urgency of the situation demanded quick action. Mr. Marshall gathered together a Certified Public Accountant and a police sergeant, who happened to be in the building, and they, together with the program director and the staff pianist, "mutilated a parody on 'Jingle Bells,'" which the new customer thought was terrific. This initial success led WOLF into transcribing commercials. Today 95% of its commercials are self-transcribed and the station provides this service for radio outlets all over the country.

He Sticks to Selling

Mr. Marshall works at the angle of the business he knows best—selling. He handles the local and national sales, leaving the program, technical and office departments to others.

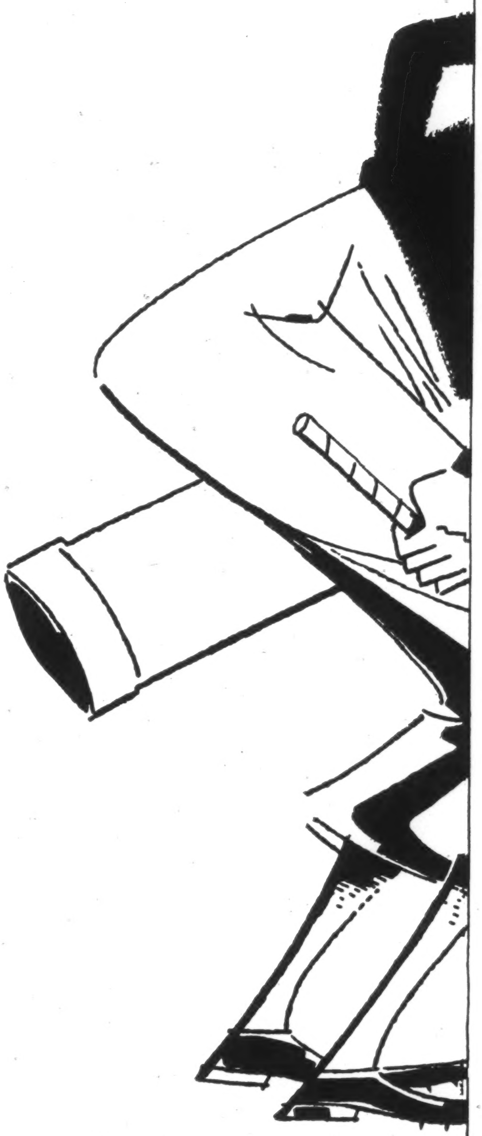
Mr. Marshall believes the best way to hold his music audience is to have the same type program at the same time every day, basing the selection of tunes on requests. WOLF broadcasts about 20 hours of music programming daily. This is interrupted only by the hourly five-minute newscasts. This is the simple formula for the station's success as Syracuse's only independent. Referring to the constant need of the radio operator to build and maintain his audience, Mr. Marshall believes, "There can be no public service or advertising where there is no ear to hear it."

Little emphasis is placed on station personalities. Mr. Marshall feels that if listeners tune in to hear music, "there's no point in crossing them up." Even inning scores of baseball games are inserted in bulletin form with musical openings and closings. WOLF also has a total of 56 musical station breaks.

As for the future, Mr. Marshall has no designs on television or network affiliation. He adds, "I hope business will always continue to be pleasant and profitable."

His wife Elizabeth (Chap) and daughter Patricia have worked at the station filling in on all duties from switchboard and control panel operation to acting parts on transcribed announcements. Mr. Marshall and his two family helpers often give talks before university classes, trade organizations and clubs.

Mr. Marshall, a golf enthusiast, belongs to the Onondaga Golf & Country Club. His other chief outside interest is sun bathing on WOLF's sun terrace. He also is a member of the University Club and the Phi Kappa Psi fraternity.



Still looking?

Wonder where your customers go come summer? You can track down a cool five million Americans vacationing in Michigan this summer—and many more in nearby Ontario. That's why summer is an extra-good time to buy *spot radio* on WJR, to *move goods fast*. WJR's Michigan market is good the year round, and it's almost twice as good in the summer. Ask your Henry I. Christal representative before you go on your vacation.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers

If we had good sense, we'd raise our rates i he

WESTINGHOUSE BROADCASTING COMPANY, INC. WBC WBZ-WBZ/BZ-

he summer

ITEM: 4 to 5 million vacationists bring a billion dollar bonus into New England for *WBZ-WBZA* advertisers.

ITEM: Poconos and Atlantic seashore jammed from June to September with extra *KYW* listeners.

ITEM: July, August and September retail sales beat January, February and March in big *KDKA* market.

ITEM: *WOWO* blankets Indiana and Michigan vacationland . . . delivers huge car radio audience at crossroads of the nation.

ITEM: Most people vacation at-home in *KEX* Pacific West. 800,000 in-coming summer vacationists are almost 100% *plus* audience.

AND because radio is so fast, any or all these bonuses can be yours with a phone call to the stations or to Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

BZ-TV, *Boston;* **KYW · WPTZ (TV),** *Philadelphia;* **KDKA,** *Pittsburgh;* **WOWO,** *Ft. Wayne;* **KEX,** *Portland, Oregon*

Represented by FREE & PETERS, INC.
444 Madison Avenue, New York 22, N. Y.

NOW

220,000 WATTS

ON

WBNS-TV

CHANNEL 10
COLUMBUS, OHIO

Powered to serve the most with the best in TV viewing

*Covering 33 Central Ohio counties equalling 14,441 sq. miles.

*With a circulation of 423,000 sets.

*Over 2½ billion dollars of effective buying income.

Let WBNS-TV prove their strength by increasing the power of your sales message in this bigger than ever rich market.

* MATERIAL SOURCE
Sales Management Survey of Buying Power '54
Television Magazine
CBS-TV Nielsen

WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK—*Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

JOHN GAUNT

on all accounts

A THEATRICAL background, including perience in broadcasting, motion pictures a the legitimate stage, has proven invaluable advertising, feels John Gaunt, West Coast rector of radio-tv, Grant Advertising In Hollywood.

A writer-director at WJAR Providence whi a Brown U. undergraduate, he became an acto stage manager on Broadway and an assista director in Hollywood after graduation in 193 He returned to radio in 1938, as producer CBS *Dodge Show* for Blackett-Sample-H mert Inc., Chicago, joining NBC New Yor 1939. Except for war service, he remaine with the network 12 years.

Separated from the Navy as a command in 1945, NBC assigned him to the then-infa tv division in New York. As producer an programming director, WNBW (TV) and NBC TV Washington, John Gaunt has an impressiv credit list of tv firsts. In 1949, he transferre to KNBH (TV) Hollywood as a producer director.

But by 1952, John Gaunt felt he had becom too specialized in that job. Deciding he wante to diversify and "learn first-hand the method and procedures of a top, aggressive agency, he left NBC-TV.

After producing and directing CBS-TV's *Johnny Carson Show* in 1953 for Ted Bate & Co., Hollywood, Paul Bradley, vice president, Grant Advertising, Hollywood, consulte him on that city's KTLA (TV)'s *Laurence Welk Show*. The consultation proved so mutually agreeable that Mr. Gaunt joined the firm.

These days, John Gaunt states he is very happy in applying this theatrical experience to such programs as ABC-TV's *Make Room for Daddy* and *Break the Bank*, and NBC Radio's *Roy Rogers Show* for Dodge division, Chrysler Motors; KTLA's *Laurence Welk Show* for local Dodge dealers; preparing introductory summer programs for Chrysler Air-Temp and Dad's Old Fashioned Root Beer in the Southern California market, and a promotional campaign for Florist Telegraph & Delivery Service.

Radio will continue in importance because, "the cost-per-thousand is infinitely less than tv, although the sales impression is also less. However, because it costs less, repetition can achieve an equal sales impression and often do a job for the smaller advertiser," he says.

John Gaunt relaxes from his work with his wife Virginia Drake of San Francisco, and daughters Elizabeth, 4, and Francia, 2. An amateur golfer and gardener, he laughingly states he "hacks away" at both.

t's No Draw...in Omaha

KMTV is *one* TV station you need for *fast* action in landing sales whoppers in the Omaha market.

Here's why: No matter which audience survey you prefer—ARB, Hooper, or Pulse—they *all* show KMTV has Omaha's most popular locally-produced show . . . most popular multi-weekly show . . . and at least 11 of the top 15 weekly shows!

And this big audience makes up a booming market, too! According to the May Business Trend Bulletin of Rand McNally, Omaha is one of the "10 best cities" in the country for business growth and activity.

And here's what the '54 figures of the Omaha CC Research Bureau show, compared to '53 . . . the Nation's biggest business year: Bank Clearings *up 2.2 per cent* . . . Building Permits *up 15.2 per cent* . . . Natural Gas Use *up 5.5 per cent* . . . Electricity Use *up 5.9 per cent* . . . Postal Receipts *up 16.8 per cent.*

Take advantage now of this sales-producing combination . . . the leading TV station in one of the Nation's top booming markets. Contact KMTV or Petry today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

- CBS-TV
- ABC-TV
- DUMONT

OMAHA

Represented by
Edward Petry & Co., Inc.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend more than 2 billion annually at retail.

(Sales Management's 1953 Copyrighted Survey)

KOH • RENO
KFBK • SACRAMENTO
KWG • STOCKTON
KMJ • FRESNO
KERN • BAKERSFIELD

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

June 14, 1954

Vol. 46, No. 23

RADIO-TV FACE MORE CURBS AS CONGRESS SPEEDS NEW BILL

Justice Dept. sponsors a Congressional railroading of a resurrected gambling information bill giving new fodder to the 'anti' forces on Capitol Hill. It adds to 'dry' attacks against broadcast media and demands by lawmakers for tv blackout in both branches of Congress.

(Also see editorial, page 126)

THE JUSTICE Dept. is betting on quick action and Administration pressure to clear through Congress a bill that would ban broadcasting and other interstate transmission of "gambling information" on sports events.

In the case of horse racing and dog racing, the bill would require an hour's time lag before details are broadcast.

The proposed curtailment of station and network horse race and dog race broadcasts was added to other discriminatory moves underway in Congress.

In this category are twin attacks in the House and Senate on beer, wine and liquor advertising. While legislation is aimed at all media, it is an open secret that the "drys" principally are out to "get" radio and television (see story page 58).

In still another sphere—the prolonged circus-type congressional hearings such as the McCarthy-Army controversy, created and conducted by Congress itself—tv is being made the fall guy. Rep. Dwight L. Rogers (D-Fla.) would ban television from all Congressional committee proceedings. In a speech before the House Thursday, Rep. Rogers took to task the McCarthy-Army proceeding and dropped in the hopper a resolution that would take tv out of the Capitol's picture.

Sen. Olin D. Johnston (D-S. C.) Friday introduced a similar proposal including also the filming of procedures for future use.

The measure (S 3542), introduced in the Senate by Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee, last week had a two-day subcommittee airing and already is slated for deliberation.

'Heat' Is On

There was little doubt that the "heat" was on the anti-gambling bill. Without advance warning, a hearing suddenly was called on the Bricker measure. Committee procedure of submitting such a bill to agencies directly involved and waiting for prepared comments or at the minimum giving the agencies time to study the measure—was avoided in the case of the FCC. There, contact was by telephone and just before the weekend when Commissioners were in executive session. The Justice Dept., on the other hand, which requested the measure, was amply prepared.

Two Senators, one of them the subcommittee chairman, Sen. William A. Purtell (R-Conn.), and the other, Sen. Bricker, were present at the hearing. Questions were kept to a minimum. References to controversy were avoided.

Justice Dept. officials and common carrier representatives, however, were fully informed as to amendments which were inserted during the hearing to conform to telephone company objections which had been voiced as long ago as 1950. Substance of these amendments was to give protection to common carriers from litigation.

Two factors assured speed on efforts to push the bill through Congress:

- The workload on Capitol Hill has increased in keeping pace with Congress entering the homestretch in advance of adjournment.
- The bill is substantially the same measure the Justice Dept. supported in 1950 [B•T, April 10, 1950]. In that year, certain controversial features contained in the broadcast provisions, were pointed up. Observers see an attempt to keep a step ahead of this controversy. Sen. Bricker offered the measure at the behest of the Justice Dept.

2 Out of 15

MEMBERS of the Senate Business & Consumer Interests Subcommittee, which has S 3542 before it, are Sens. William A. Purtell (R-Conn.), chairman; Andrew F. Schoeppel (R-Kan.); Charles E. Potter (R-Mich.); A. S. Mike Monroney (D-Okla.); John O. Pastore (D-R. I.). Others of the full Senate Interstate & Foreign Commerce Committee, which must finally consider the anti-gambling measure, are Sens. John W. Bricker (R-Ohio), chairman and sponsor of the bill; John Marshall Butler (R-Md.); James H. Duff (R-Pa.); Frederick G. Payne (R-Me.); Eva Bowring (R-Neb.); Edwin C. Johnson (D-Colo.); Warren G. Magnuson (D-Wash.); Lyndon B. Johnson (D-Tex.); Lester C. Hunt (D-Wyo.); George A. Smathers (D-Fla.). Actually present at last week's hearing: Sens. Purtell and Bricker.

In 1950, hearings were held by the Senate Commerce Committee. At that time, FCC expressed opposition to the measure. FCC Chairman Rosel H. Hyde last Monday reiterated these arguments.

Chairman Hyde asked the subcommittee if the bill were not discriminatory to radio. He noted that the bill confines stations to reception or transmission of horse racing and dog racing information but does not so restrict the newspapers. He said FCC does not agree with this apparent discrimination.

In brief, FCC's position then and also now is that the Commission's own desirable gambling curbs would entail a simple ban on either broadcasting or common carrier transmission of information on bets, odds and prices paid, with no time-lag requirement and no prohibition against broadcasting or telecasting sports events.

The bill would limit stations and networks to the broadcasting of one horse race per day. The Justice Dept.'s desire for the measure dates back to the anti-organized gambling movement sweeping the country at the time when the Kefauver Crime Committee got underway.

Over the years, the FCC has sponsored alternative bills. FCC has taken the position during this time that the Justice version would make the Commission an enforcement agency on criminal matters; the bill is too complicated, and the measure would vastly increase FCC's administrative burden by requiring it to deal with such complex questions as a determination of the nature of "gambling information" and "special events." Monitoring also probably would be necessary.

The bill would bar radio and tv from carrying race information in advance or immediately after a race, except for such special events as the Kentucky Derby, Preakness or Belmont. But newspapers or other publications would be allowed to report racing or other sports events as they see fit.

It was speculated last week that the measure could be considered by the Senate group as early as next week. Should the bill clear the Senate, the House is expected to be receptive.

'Law Enforcement Project'

Chairman Hyde told the subcommittee that the desire to restrict gambling information "is a law enforcement project" and therefore, should not be made an administrative problem for FCC.

He also pinpointed the broadcast aspect, noting that the exemption was not as all-encompassing for stations as to newspapers. Mr. Hyde asserted that even on a delayed basis, racing news is helpful to the gambler.

The FCC chairman declared that the bill could be construed to mean that Congress believes the transmission of gambling information is all right on a delayed basis, thus implying that FCC should not have the power to prevent stations from broadcasting such information on a delayed basis even though the Commission might find such broadcasts not in the public interest.

A key section of the bill is Sec. 3 (b) which reads in part:

> Nothing in this Act shall be construed to prevent the transmission in interstate or foreign commerce of information in connection with the news reporting of sporting events or contests, which might be gambling information as defined in this Act, if such information is intended, transmitted, supplied, delivered, and received only for printed news publication in newspapers, magazines, journals or like periodicals, or for radio and television broadcasting as set forth in section 4 . . .

Sec. 4 reads:

> No radio broadcasting station or television

broadcasting station, for which a license is required by any law of the United States, shall broadcast or permit to be broadcast any gambling information relating to horse racing before the start of any race on the day it is scheduled to be run; or during the one-hour period immediately following the finish of such race or before the start of the next race at that track whichever period is longer. This section shall not preclude the broadcasting of the progress of, or information concerning, a horse race where such broadcast is carried as a special event and not as part of a regularly scheduled series of broadcasts of races: Provided, That no more than one horse race shall be broadcast by any station or chain of stations per day.

Later amendments were inserted to include dog racing in these sections.

The section of the bill which would make FCC a policeman on the anti-gambling beat includes a provision that the Commission would "take such steps as may be necessary to insure enforcement" of filing by the carriers of "appropriate tariff practices and regulations" in conformance with the bill's intent.

At the same time, the FCC "shall adopt rules and regulations and make such orders with respect to the operation of radio broadcasting and television broadcasting stations as shall be necessary to insure compliance with the provisions of this Act."

Wolf Succeeds Slater in R&R Radio-Tv Post

Executive will become radio-tv vice president at the agency June 22. Mr. Slater's plans have not been announced.

GEORGE WOLF, vice president in charge of radio and television, Geyer Inc., New York, has resigned effective June 22 to join Ruthrauff & Ryan, New York, as vice president in charge of radio and television, succeeding Tom Slater, who resigned from that position in April.

Mr. Wolf had been with Geyer Inc. since August 1953 and prior to that was with Foote, Cone & Belding as director of radio-tv productions for eight years. Before that he was with NBC's press department.

Mr. Slater had been with Ruthrauff & Ryan, New York, for the past eight years. He started as an account executive with the agency and was then assistant director of the radio and television department. He was named a vice president in charge of radio-tv five years ago. Prior to his joining R&R, Mr. Slater was associated with Mutual for nine years as director of special events and sports.

MR. WOLF

MR. SLATER

Mr. Slater is expected to announce his plans in the near future.

B•T Editorial Staff Promotions

PROMOTIONS and new assignments for key members of the news staff of BROADCASTING • TELECASTING are announced effective July 6.

MR. JAMES

Edwin H. James, senior editor, becomes managing editor at Washington headquarters, and Rufus W. Crater, New York editor, is named senior editor, continuing in charge of the news department at the New York Bureau. Mr. James succeeds Art King, who has resigned to join *Television Age* in New York.

Bruce Robertson, senior associate editor, and a 20-year news executive with B•T, is transferred to Washington headquarters with promotion to a senior editorship. J. Frank Beatty, associate editor in Washington, and managing editor in B•T's semi-monthly years, also is elevated to a senior editorship.

David H. Glickman, West Coast manager for two decades, is transferred to Washington headquarters as special projects editor. Leo Kovner, assistant to Mr. Glickman, will act as western news editor, headquartering in Los Angeles.

Fred Fitzgerald, assistant managing editor, becomes news editor at Washington headquarters. David W. Berlyn, assistant editor in Washington, moves to New York as assistant New York editor. Larry Christopher, technical editor, is promoted to an associate editorship, and Don West becomes assistant news editor in Washington.

Mr. James, 36, joined B•T in New York in January 1946, after having been in the Army from 1942-45, entering as a private in the infantry, and emerging as a major on Gen. MacArthur's public relations staff. He transferred to Washington as senior editor in February 1951, at which time Mr. Crater, 37, who had been an associate editor in Washington, moved to New York to take over news direction of that office.

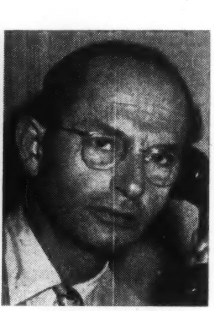
Messrs. Robertson, Beatty and Glickman are virtually charter members of the B•T news organization. Mr. Robertson first was Chicago correspondent, and moved to New York as bureau head in 1936. Mr. Beatty joined B•T in 1934, after having served for nearly 10 years as copy editor of the then *United States Daily* (now *U. S. News and World Report*). Mr. Glickman has spent his entire previous tenure with B•T on the West Coast, first in San Francisco, and for the past 17 years in charge of the Los Angeles bureau.

Announcement shortly will be made of the appointment of a sales manager for the eleven western states, working out of the Los Angeles Bureau. He will absorb the advertising-business functions vacated by Mr. Glickman with his transfer to Washington.

MR. CRATER

MR. ROBERTSON

MR. BEATTY


MR. GLICKMAN

'Voice of Firestone' Becomes ABC Simulcast

FIRESTONE Tire & Rubber Co., which was deposed of its Monday 8:30-9 p.m. period by NBC-TV to make room for the new Sid Caesar show next fall, has placed its program, *Voice of Firestone,* as a simulcast on ABC-TV and ABC Radio effective today (Monday) 8:30-9 p.m. from the Paramount Theatre in New York.

Each Monday the Paramount Theatre will be closed from 10 a.m. to 5 p.m. to permit full rehearsals of the show on the Paramount stage. When the rehearsal breaks at 5 p.m. the theatre box-office will open for customary sale of tickets to motion picture patrons. The feature motion picture will start at 5:30 p.m. and will continue for showing along with added film attractions until around 8 or 8:15 p.m., at which time Hugh James, host for *Voice of Firestone* will take center stage to introduce and discuss the *Firestone* program the theatre audience is about to see at 8:30 to 9 p.m. Following the program there will be a brief intermission, after which the film schedule will resume for continuous showings.

25 Years on NBC

Voice of Firestone had been on NBC Radio for the past 25 years and on NBC-TV for the last five years.

In behalf of the advertiser, Raymond C. Firestone, executive vice president of the company, said, "We are delighted that the Firestone Tire & Rubber Co. will continue uninterruptedly to bring our loyal listening and viewing audience the magnificent music and great musical artists that so many families have made a tradition for Monday night listening and viewing in their homes." Sweeney & James, Cleveland, is the agency.

The Monday night musical programming on NBC Radio from 8 to 9:30 p.m., which included *The Railroad Hour,* followed by *Voice of Firestone* and then *Bell Telephone Hour,* was disrupted by the *Voice* shifting to ABC, but the network plans to place a musical show in the 8:30-9 p.m. period and hopes to sell it.

Meanwhile *The Railroad Hour,* sponsored by the Assn. of American Railroads, 8-8:30 p.m., goes off the air on June 21. The association is expected to decide by early July, at a meeting in Washington, as to whether it will renew the program for next fall. Benton & Bowles, New York, is the agency.

The network is secure, however, with the *Telephone Hour*, sponsored by Bell Telephone Co., through N. W. Ayer & Son, New York, in the 9-9:30 p.m. period which was renewed last April on a firm 52-week contract. The show has been on the air for the past 15 years.

Chicago 'American' Buys McCarthy-Army

NEWSPAPERS are continuing to back up tv stations in joint ventures to underwrite part or whole sponsorship of the McCarthy-Army televised hearings.

Latest example in the Midwest is that of the *Chicago American*, which has agreed to pick up the tab for afternoon sessions on WGN-TV there on days the station does not carry baseball. The arrangement was announced Wednesday by Ted Weber, WGN-TV sales manager.

The *Chicago Tribune* outlet picked up network coverage of the hearings on non-baseball days in recent weeks.

The *American* reportedly balked at an earlier offer by WBKB (TV) Chicago to underwrite part of the hearings shortly after they got underway. The *Sun-Times* then negotiated the deal, with newspaper and station sharing the expense incurred from loss of sponsor revenue.

Newspaper participation was evolved weeks ago in Chicago as a joint public service project, even before the subcommittee removed the bars on commercial sponsorship of the televised sessions.

All-Star Baseball, Belmont Stakes, Taken by Gillette

GILLETTE Safety Razor Co. will sponsor major-league All-Star Baseball Game in Cleveland July 13 on Mutual Radio and NBC-TV. Coverage will start at 1:15 p.m. EDT. Game also will be carried by Canadian radio stations and Armed Forces Radio Network, and special Latin American announcer will broadcast it to Cuba and other Latin American countries. Mutual stations' tv affiliates in four cities also will carry the contest: WNAC-TV Boston, WGN-TV Chicago, KHJ-TV Los Angeles, and WOR-TV New York.

Gillette Safety Razor Co. also will sponsor coverage of the running of the Belmont Stakes horse-race event on CBS-TV June 12, 4:30-5 p.m. EDT. Maxon Inc., New York, is agency for Gillette.

Hudson Signs Year's Contract With WNBC and WNBT (TV)

CONTRACT was signed last week between the Hudson Pulp & Paper Corp., New York, and WNBC-WNBT (TV) New York for what the stations believed to be "the largest single local station purchase of radio and television time and talent." The 52-week contract was understood to represent approximately $1 million in gross billings.

Agreement was announced last week by William Mazer, executive vice president of Hudson, and Hamilton Shea, general manager of the NBC-owned stations in New York. The Biow Co., New York, is the agency for the advertiser.

Contract provides for a year-long saturation campaign on Hudson's household tissue products, starting today (Monday), with commercials on various radio and television programs throughout the day, plus a heavy schedule of spot announcements, chainbreaks and ID's on WNBC and WNBT.

FINAL DETAILS of the merger of AWL Advertising Agency and Leon S. Golnick and Assoc., both of Baltimore, are settled by (l to r) Morton Levinstein, Leon S. Golnick and Cas Appelstein. The new firm is combining staffs and will be known as AWL & Golnick Assoc.

CRANDALL RESIGNS BRYAN HOUSTON INC.

JOHN CRANDALL, vice president in charge of media, Bryan Houston Inc., New York, has resigned and expects to announce his plans in the near future. H. H. Dobberteen, vice president in charge of media, Foote, Cone & Belding, New York, who resigned from that agency a fortnight ago [B•T, May 31], is expected to succeed Mr. Crandall.

John Crandall, recently named a vice president of Bryan Houston, had been director of media for the past eight years with the agency's predecessor, Sherman & Marquette, New York. During World War II he was with the U. S. Air Force. Prior to the war he was with Kudner Agency, New York, for a year and before that was with Benton & Bowles, New York, as radio timebuyer and media buyer.

Mr. Dobberteen had been with FC&B for the past two and a half years. Before that he was with Benton & Bowles as a vice president for more than a dozen years.

Three Take 'Howdy Doody'

NEW order and two renewals for NBC-TV's *Howdy Doody Show* (Mon.-Fri., 5:30-6 p.m. EDT) were announced last week by the network. The renewals were by the Kellogg Co., Battle Creek, and the Continental Baking Co., New York, and the new advertiser is International Shoe Co., St. Louis.

Kellogg, through Leo Burnett Co., Chicago, renewed for 104 programs for 52 weeks of the Tuesday and Thursday, 5:30-5:45 p.m. EDT segments, starting June 1; Continental Baking, through Ted Bates & Co. New York, for 52 programs of Wednesday, 5:30-6 p.m. EDT, portion, starting last Wednesday. International Shoe, through Henri, Hurst & MacDonald, Chicago, bought seven 15-minute segments of alternate Friday 5:45-6 p.m. EDT segment, starting Aug. 6.

N. Y. Chevrolet Dealers Appoint Compton Adv.

CHEVROLET Dealers Assn., New York, has appointed Compton Adv., New York, to handle its advertising campaign, representing almost a million dollars annually, most of which is placed in television.

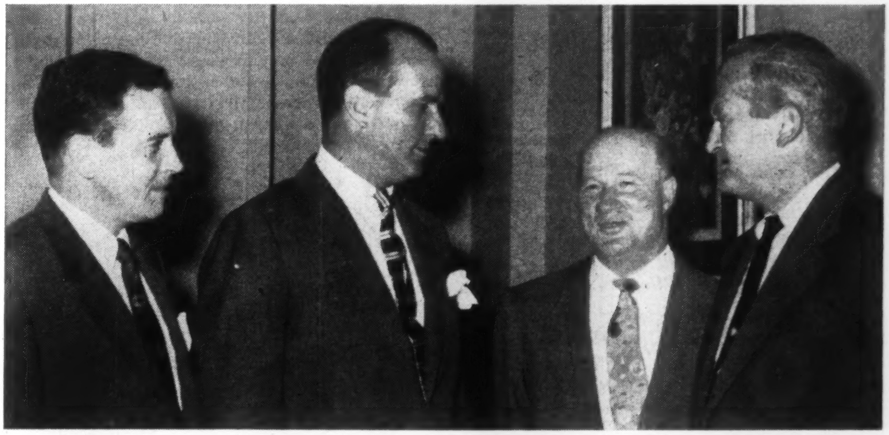
The association had been handled by Campbell-Ewald since its formation in June 1948. C-E resigned the account effective June 15, although it continues to handle the Chevrolet Motor Division.

The dealers group currently is using spot news programs and is expected to continue this campaign through the summer. Compton Adv., which takes over immediately, probably will have fall plans set shortly.

Chevrolet Dealers Buy CBS Radio Newscasts

IN A transaction said to represent more than $325,000 in gross billings, the Chevrolet Dealers last week signed to sponsor 12 five-minute newscasts per week over CBS Radio for 13 weeks, starting July 3. Agency is the Campbell-Ewald Co., Detroit.

As outlined by John Karol, vice president in charge of network sales for CBS Radio, the contract provides for a line-up of newscasts scheduled in such a way as to achieve maximum saturation. Newscasters are to be announced shortly. The broadcast schedule is as follows: Sunday, 10-10:05 a.m. EDT; 1-1:05 p.m.; 2:30-2.35 p.m. and 5:55-6 p.m.; Saturday, 1:30-1:35 p.m.; 3-3:05 p.m.; and 4:55-5 p.m.; Monday-through-Friday, 9:55-10 p.m.



AGREEING on the final details of Hudson's million dollar contract with WNBC-WNBT (TV) are (l to r): Thomas B. McFadden, NBC Spot Sales director; Kenneth Beirn, Biow Co., Hudson's agency; William Mazer, Hudson executive vice president, and Hamilton Shea, stations' general manager.

ENTRY INTO RADIO by Mytinger & Casselberry Inc., Long Beach (Nutrilite food supplement), with a fall half-hour Sunday afternoon series emceed by Dennis Day on NBC Radio, brings together (l to r) John K. West, vice president in charge, NBC Pacific Division; Mrs. Peggy Seals, advertising manager, Mytinger & Casselberry; Hildred Sanders, vice president in charge of radio-tv, Dan B. Miner Co., Los Angeles agency servicing Nutrilite, and William Storke, NBC account executive.

Westinghouse-CBS-TV Plan Musical Series in Color Tv

WESTINGHOUSE Electric Corp. will present in color over CBS-TV a series of Broadway's best musical comedies of the past three decades, starting Sept. 15, it was announced jointly last week by H. M. McKibbin, vice president in charge of consumer products for Westinghouse, and Hubbell Robinson Jr., vice president in charge of programming for CBS-TV. The agency for Westinghouse is McCann-Erickson.

The new series, which will be titled *The Best of Broadway*, will be carried every fourth Wednesday on what was described as "the largest line-up of live stations on CBS-TV." On three out of four Wednesday nights, CBS-TV will present *Blue Ribbon Bouts* for Pabst.

Five Join Y & R Contact Staff

FIVE persons have joined the contact staff of Young & Rubicam, New York: William R. Wright, previously with Ted Bates Inc.; Carl W. Stursberg Jr., formerly with Foote, Cone & Belding, New York; Alan Stoddard Perry, formerly with Dancer-Fitzgerald-Sample, New York; James Rodman Benedict, formerly with Ward Wheelock Co., Philadelphia, and Gerald M. Schaflander, formerly with Kudner Agency.

P & G Renews NBC Block

RENEWAL by Procter & Gamble Co. of its afternoon time block on NBC Radio, effective June 28, was announced last week by Fred L. Horton, network director of sales. Agencies for the client are Compton Adv., Benton & Bowles, Dancer-Fitzgerald-Sample, and Young & Rubicam. Line-up of the programs, presented on a Monday-through-Friday basis are: *Welcome Traveler*, 10-10:30 a.m.; *Pepper Young's Family* 3:30-3:45 p.m.; *Right to Happiness*, 3:45-4 p.m. and *Backstage Wife*, 4-4:15 p.m.

Rogers of BBDO Dies

HUGH M. ROGERS Jr., 38, director of television production for BBDO, N. Y., died last Thursday of pneumonia at Norwalk (Conn.) General Hospital. During the presidential campaign of 1952 he handled network television programs for General Eisenhower. Surviving are his wife, Mrs. Beverly C. Rogers; two sons and a daughter.

'Home,' 'Today' Add Sponsors

SIGNING of three additional sponsors for NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) and another for *Home* (Mon.-Fri., 11 a.m.-12 noon EDT) were announced last week by the network. United States Shoe Corp., Cincinnati, through West Burkhart Inc., Cincinnati, bought nine participations on *Home*, starting Sept. 20. New sponsors on *Today* are the Reardon Co., St. Louis, through Krupnick Assoc., St. Louis, with 14 participations, starting Sept. 8; John Oster Mfg. Co., Racine, Wis., through Henri, Hurst & McDonald, Chicago, with 15 participations, beginning Sept. 28, and Curtis Pub. Co., Philadelphia, through BBDO, New York, with one participation, Sept. 28.

Marfree-Gainex Status

HARRY A. FRIEDENBERG, president of the defunct Marfree Agency and of the newly-established Barnett & Bennett Agency in New York [B•T, June 7] told B•T last week that Carlson Industries (Gainex) had paid to the Marfree Agency more than $230,000 last year in order to place its mail order campaign then. The words "last year" were inadvertently omitted from a sentence in the June 7 story. Mr. Friedenberg explained that since Carlson Industries had paid that amount of money for the campaign last year Marfree had given them so much credit on this year's campaign and he averred that he was not paid by Carlson for the recent campaign, which resulted in a debt of more than a quarter-million dollars to about 600 stations.

Pabst Starts Cola Campaign

PABST BREWING CO., for its new canned cola drinks, non-fattening and regular Tap-A-Cola, will start an introductory campaign on radio and television in the New York area today (Monday) to continue through the summer. Company will use spots on seven New York radio stations, and spots and participations on television. It also will sponsor two five-minute weather strips on WNBT (TV) and five-minute news strip on WCBS-TV's *Morning Show*. Monthly expenditures for this introductory campaign will be approximately $100,000 which will include radio, tv and printed media. Campaign will go national as distribution requires it. Warwick & Legler, N. Y., is agency.

SPOT NEW BUSINESS

Chambers & Wiswell, Boston, planning tv spot campaign in number of scattered markets for Appian Way (pizza pie mix).

American Sisalkraft Corp., Adelberg (wheat covering), is preparing radio spot announcement schedule on farm programs in wheat belt, effective today (June 14) for one week, one spot per day in about 17 states. Agency: Sutherland-Abott, Boston.

NETWORK NEW BUSINESS

Schick Electric Shavers will co-sponsor summer replacement of CBS-TV *Jackie Gleason Show*, effective July 3, a one-hour extravaganza, *Stage Show*. Kudner Agency, N. Y., is agency.

Pharmaceuticals Inc., N. Y., (Geritol), will sponsor *Juvenile Jury* as summer replacement for its *Red Skelton Show*, Tues., 8:30-9 p.m. on CBS-TV, effective June 22. Edward Kletter Assoc., N. Y., is agency.

A&A PEOPLE

M. G. Reade, advertising director, Valley National Bank, Phoenix, named director of its newly-combined advertising and publicity dept., with **Charles W. Pine** and **Lester M. Goldberg** as assistants.

Paul Gerhold, vice president in charge of research, Foote, Cone & Belding, N. Y., has had his duties broadened to include media. **Arthur Pardoll** will continue to manage broadcast media and **Charles Hoffman** will manage print. **H. H. Dobberteen,** vice president in charge of media [B•T, May 31] is leaving to join Bryan Houston Inc. (see story page 29).

Roy Campbell, vice president and a director, Foote, Cone & Belding, N. Y., transfers to Los Angeles as marketing consultant for agency's four western offices.

W. A. Weaver, director, and **Lee R. Canfield,** account executive, Griswold-Eshleman Co., Cleveland, elected vice presidents.

MR. CANFIELD

MR. WEAVER

Roger Purdon, formerly copy chief, William Weintraub Co., N. Y., named vice president and creative director of Bryan Houston Inc., same city.

Arthur May appointed vice president and account executive, The United Adv. Agency, N. Y.

Sander Heymen, formerly president, Enterprise Adv. Agency, L. A., to Roy S. Durstine Inc. same city, as West Coast radio-tv director.

COURT SAYS REPUBLIC TECHNICALLY MAY SELL AUTRY, ROGERS MOVIES TO TV

San Francisco decision may stand as precedent in the release of old theatrical films to television, but Autry attorneys cite decision as upholding vital part of their contentions, making sales impractical. Rogers says he will appeal.

PATTERN for release of old theatrical films to tv may have been established by a ruling of the Ninth U. S. District Court of Appeals in San Francisco June 4, which clarified two previous conflicting decisions in lower Los Angeles Federal courts.

In essence, the appellate court held that the broad general clause in contracts between Republic Pictures and cowboy actors Gene Autry and Roy Rogers, giving the studio reproduction rights to "any and all of the acts, poses, plays and appearances of the artists," covered sale of old theatrical pictures to tv.

However, Autry forces claimed victory in a section of the 3,000-page decision which upheld their contention that the studio:

(1) "May not cut, edit or revise Autry pictures to make them different from the original picture. They may not show them except as feature photoplays running approximately 53 minutes."

(2) "May not 'doctor' the pictures to make it appear that Autry endorses product of program sponsor."

(3) May only license pictures for tv under conditions expressly prohibiting "any advertising or statement which may be understood to be an endorsement of any sponsor by Autry, or that Autry is connected or associated with any sponsor."

(4) And that the decision handed down in Los Angeles District Court by Judge Benjamin Harrison in May, 1952, refusing to grant Mr. Autry an injunction against the studio and subsidiary Hollywood Television Service to stop making Gene Autry films available to tv, was in error in not offering him protection against deterioration in quality. The actor's appeal for such protection was upheld, with express right to use courts in enforcing rights.

Reverses October Decision

The appellate court, in a second ruling June 4, completely reversed the October 1951 decision of Los Angeles Federal Judge Peirson M. Hall, granting an injunction to cowboy star Roy Rogers which restrained Republic from releasing his old westerns to video while attorney Frederick Sturdy, representing Mr. Rogers, admitted he had not had a chance to study fully the voluminous decision. He indicated Mr. Rogers would "probably" file an appeal within the 30 days normally allotted to answer.

An "increasing" number of inquiries has been received by Hollywood Tv Service on film release since the Appellate Court decision, President Earl C. Collins stated. He added HTS hasn't yet decided which method of distribution would be adopted, national, regional or syndicated.

Despite the 30-day appeal period given Messrs. Autry and Rogers, HTS is proceeding with distribution plans, he said. He saw very little chance of decision reversal or appeal to the Supreme Court.

Commenting on possible receipts from over 50 Autry and 80 Rogers pictures, he pointed out HTS had received an offer of $8 million for Autry pictures alone several years ago, with greater income from both sets safely to be assumed. Other films in the Republic backlog now would be released, he said, as each group is legally cleared.

Since Autry and Rogers films are "full production" value pictures, Mr. Collins estimated they could "take the rating away from anything" opposing them on air. Some films, in color, would probably be held off market until color tv is commercially feasible.

On the Autry portion of the Appelate Court decision, he stated HTS had never intended to use the Autry name with tv advertising, even if this were possible.

Screen Gems Space Series To Be Networked-Syndicated

SCREEN GEMS Inc., last week announced details of a plan under which the costs of producing a tv filmed series for a national sponsor will be reduced by the creation of a simultaneous version for syndication in non-network markets.

Ralph Cohn, vice president and general manager, said Screen Gems has reached agreement with the Wander Co., Chicago to produce *Captain Midnight* for sponsorship by Ovaltine, through Tatham-Laird, Chicago, over 60 CBS-TV stations, starting in September. Mr. Cohn added that at the time *Captain Midnight* is being produced, each time the name of Captain Midnight is mentioned or seen, a separate shot will be made using the name Jet Jackson. Screen Gem will syndicate this latter version under the title of *Jet Jackson* in about 120 non-network markets, starting in October.

Negotiations on the project were conducted by Hart Johnson, president of the Wander Co., which holds control to the Captain Midnight character; Arthur Tatham and George Bolas of Tatham-Laird, and Mr. Cohn and John Mitchell, general sales manager of Screen Gems.

Station Films Inc. Reports Good First 10 Months

A MILLION dollars' worth of business in 10 months of operation is the record of Station Films Inc., established Aug. 1, 1953, as a film-buying service for tv stations, Robert H. Salk, SFI president, said last week.

MR. SALK

SFI has served 20 tv stations, Mr. Salk reported, with a list of 24 signed for the year ahead. New SFI stations are: WSEE (TV) Erie, Pa.; WLAC-TV Nashville; KWK-TV St. Louis, and WKBT (TV) La Crosse. Service begins immediately for WSEE and will start for others concurrently with their starting dates on the air.

"About half our business has been in films originally made for theatrical showing—features and westerns—and about half in syndicated programs made especially for tv use," Mr. Salk said. "This is a reversal of the situation that prevailed a year ago, when almost all syndicated tv film programs were sold to advertisers and agencies and few purchased by stations. In recent months, however, a noticeable trend has developed of stations buying these films themselves, for programming and for resale to advertisers locally."

FOREIGN TV FILMING COSTS MORE THAN U. S.

Sheldon Reynolds, producer of 'Foreign Intrigue,' says the same production costs $5,000 more in Europe than here.

TV FILMING ABROAD, contrary to popular beliefs, is not a cheap method of production, according to Sheldon Reynolds, who has spent the past three years in and out of Europe as producer-writer-director of *Foreign Intrigue*.

A minimum of at least $5,000 over what the same production would cost in the U. S. should be allowed, he explained at a news conference last week during his first trip to the West Coast. Contributing factors are lack of equipment and techniques, which slow down the actual shooting, he revealed. Even with Americans as his key personnel, you must allow four days shooting in France and five and a half in Stockholm, he added.

Formats Should Change

A firm believer that no series with a single, continuing character has a market on tv after three years, Mr. Reynolds said that *Foreign Intrigue*, which is seen in a total of 62 markets, 23 of which have just been renewed by P. Ballantine & Sons (beer and ale) for 39 more weeks, will have undergone a change in format when the new films are telecast this fall. Michael Powers, who is portrayed by James Daly, will continue, but not as a newspaperman, and he will be put into completely different situations. Mr. Reynolds stressed that filming abroad will progress uninterrupted to provide the series with its authenticity and flavor.

In discussing his future plans, Mr. Reynolds disclosed that the 17th film in the *Sherlock Holmes* tv series, starring Ronald Howard, is completed and is set for fall release by Motion Pictures for Television. On the agenda is an adventure series, the working premise of which is based on *Foreign Intrigue*, making use of cities and locations in the U. S.

Explorers Pictures Sues TPA, Others Over 'Ramar'

EXPLORERS PICTURES Corp., New York, announced last week it has applied for an injunction in the New York Federal Court against Television Programs of America, Arrow Productions and Cornell Films Co., claiming that TPA's *Ramar of the Jungle* tv film series infringed Explorers' exclusive television rights to *Congorilla*, feature film produced in Africa.

Explorers Pictures charged that scenes from *Congorilla* were used in the *Ramar* series without authorization. The complaint seeks an injunction, damages and attorneys' fees and costs of action against the defendants.

Sportsvision Schedules Fall Football Series

DELAYED collegiate football television will reach an all-time peak this fall, William J. Parry Jr., president of Sportsvision Inc., predicted last week.

Basis of the forecast is the reported booming early season sales of Sportsvision's three fall film shows. Sale of Sportsvision's *All-American Game of the Week, Pacific Coast Hi-Lites* and *Big Ten Conference Hi-Lites,* were reported ahead of last year, with the *All-American Game* series sold in 50 markets. Sportsvision is the official tv film producer for three major collegiate athletic conferences, the Big Ten, the Big Seven, and the Pacific Coast Conference, and also represents the latter in "live" tv sales and scheduling.

FILM SALES

TeeVee Co., Beverly Hills, chalking up a record six months' sales for the firm, reports *Invitation Playhouse* acquired by WBEN-TV Buffalo, WCCO-TV Minneapolis and WMSL-TV Decatur, Ala., all 26 weeks. WBEN-TV also bought *Little Theatre.* Following what, in his opinion, is the growing trend of across-the-board programming, General Manager **Marc Frederic** announced sale of quarter-hour *Little Theatre* to KPIX (TV) San Francisco and WSB-TV Atlanta for telecasting seven evenings per week.

Prater Adv. Agency, St. Louis, renews *Waterfront* on WTTV (TV) Bloomington, WFIE (TV) Evansville, both Ind., WSAZ-TV Huntington, W. Va. and WAVE-TV Louisville, Ky., for 13 weeks at conclusion of current 26-weeks contract, according to **United Television Programs Inc.** Other UTP sales include *Lone Wolf* to WTVO (TV) Rockford, Ill., for 52 weeks from June 2 **(Owens Dept. Store);** *Hollywood Offbeat* and *Heart of the City* to WSB-TV Atlanta, both for 26 weeks.

Screen Gems, N. Y., has purchased two short stories, *Man on The Train,* by Gene Levitt, and *Magic Formula,* by Marianne Mosner, for use on *Ford Theatre.*

Gordon Baking Co., Detroit (Silvercup bread), has renewed *Rocky Jones, Space Ranger* in New York, Chicago, Detroit, Toledo and South Bend, for 13 weeks at conclusion of current 26-weeks contract, according to **Aaron Beckwith,** vice president in New York, **United Television Programs Inc.** Agency is **D'Arcy Adv.,** N. Y.

Other UTP sales include *Waterfront* to **Roizen & Rich Inc.,** Buffalo, for 39 weeks; *Lone Wolf* to **Pacific National Adv. Agency,** Spokane, for 52 weeks on KXLY-TV that city; WTVN (TV) Columbus, Ohio, for 39 weeks; **Oertel Brewing Co.,** Louisville, for 52 weeks on WISH-TV Indianapolis, Ind.; **Strietman Biscuit Co.,** Mariemont, for 39 weeks on WJBF-TV Augusta Ga.; *Rocky Jones, Space Ranger* to **Dr. Pepper Co.,** Dallas, for 26 weeks on KTVH (TV) Hutchinson, Kan.; *Look Photoquiz* to WJHP-TV Jacksonville, Fla., for 26 weeks. **Burton-Dixie Corp.,** Chicago (mattresses), assumes sponsorship of *Lone Wolf* on WGN-TV that city, June 24.

FILM PRODUCTION

New Albion Films Inc., S. F., has completed 13 quarter-hour puppet films, titled *The World of Wolo,* for tv stations. Company spokesman claims the series marks "San Francisco's debut as a telefilm production center."

Four Star Productions, Culver City, is filming new half-hour tv series, *The Star and the Story,* for **Liebman Breweries,** San Francisco (California Gold Label Beer), to start this summer on an undetermined number of CBS-TV Pacific Coast stations. Actor **Henry Fonda** is set as the host of the series which features a different star and story each episode. **Warren Lewis** is producer. **Foote, Cone & Belding,** S. F., is the agency.

Telemount Pictures Inc., Hollywood, has scheduled summer and fall production on an additional 26 half-hour *Cowboy G-Men* films. Series, starring **Russell Hayden** and **Jackie Coogan,** is currently seen in 63 tv markets. Producer **Henry B. Donovan** has set writers **Buckley Angell, Monroe Manning** and **Orville Hampton** and directors **George Cahan, Reg Browne, Don McDougal** and **Thor Brooks.** Other tv properties are in preparation, according to Mr. Donovan, including *13 Diamonds,* specially designed for women and under option by **Young & Rubicam Inc.**

FILM PEOPLE

Norman Blackburn, formerly vice president, J. Walter Thompson Co. in charge of Hollywood office, appointed executive director, Screen Gems Inc., Hollywood. Mr. Blackburn was incorrectly identified as having joined Guild Films Co. [B•T, May 24].

John P. Rohrs, vice president in charge of Chicago offices, United Television Programs Inc., named vice president in charge of newly-opened midwestern regional office, headquartered in same city. **Tom McManus,** account executive, UTP in Baltimore, Philadelphia and Washington, promoted to eastern regional sales manager, headquartered in New York.

William Veneman, national sales manager, KABC-TV Los Angeles, to Television Programs of America as sales representative for San Francisco area.

H. C. Stovel, manager, M. A. Kimball Co., publishers representative, S. F., to Video Views Inc., Hollywood tv electronic film recording firm, as national sales manager.

Marvin Briggs, formerly radio-tv director, Walter McCreery Adv., Beverly Hills, to George Bagnall & Assoc., same city, as sales representative covering California territory south of Fresno and San Luis Obispo.

FIFTY-TWO WEEK pact for sponsorship of *Hopalong Cassidy* on WICS (TV) Springfield, Ill., has been signed by Producers Dairy Co. there. Looking over the contract are (l to r): Milton D. Friedland, general manager of station; I. A. Madden, manager of the dairy firm, and Warren King, commercial manager of WICS.

Roy Rubins to TeeVee Co., Beverly Hills, as Pacific Northwest sales manager.

Elsa Aylward, former advertising manager, DeVry Corp. (motion picture projectors), appointed assistant advertising manager at Filmack Studios, Chicago. He will handle copywriting in tv and theatre departments.

Ellingwood W. (Bud) Kay, story executive, Bing Crosby Enterprises, Culver City, to Revue Productions, Hollywood, in similar capacity, to work on filmed portion of CBS-TV *General Electric Theatre.*

Coles Trapnell, formerly associate story editor, 20th Century-Fox Studios, to Four Star Productions, Beverly Hills, as story editor with assignment on next season's CBS-TV *Four Star Playhouse* film series.

Kenneth G. Crane, film editor, Gross-Krasne Inc., Hollywood, named head of the editorial department.

Hugh William McFadyen, control operator of CFRB Toronto, and assistant program director of CFCO Chatham, to traffic assistant of S. W. Caldwell Ltd., Toronto, film distributor.

Fred Meyers, National Tv Corp., Memphis, and **William Vidas,** Jack Russell Assoc., Chicago, appointed regional tv sales representatives, Screencraft Pictures Inc., N. Y.

Frank J. Shea, formerly director of tv and commercial sales, March of Time, named director of industrial sales, John Southerland Productions Inc., N. Y.

Gabriel Bayz, previously a script editor and film supervisor, BBDO, N. Y., appointed creative supervisor of Robert Lawrence Productions, N. Y.

Howard T. Magwood, producer-director of Hollywood films and various stag plays, appointed producer-director, Screen Gems Inc., N. Y.

Les Anthony, sales executive, to represent George Bagnall & Assoc. in the South, headquartered in Miami.

James Fay, freelance radio-tv writer-producer who has been conducting independent market survey of western states for World Wide Tv Productions, Hollywood, joins firm as executive director.

Fred de Cordova, director, CBS-TV *George Burns and Gracie Allen Show* for McCadden Corp., Hollywood, has been re-signed for 1954-55 season.

Roy Kellino, Hollywood tv film director, signed by Four Star Productions, Culver City, to exclusive producer-director contract on CBS-TV *Four Star Playhouse* and upcoming *Star and the Story.*

Willy Ley, space historian and author, signed by **Walt Disney** as technical advisor and consultant on *World of Tomorrow,* portion of upcoming ABC-TV series.

Norma-Jane Howarth, formerly with British American Oil Co., Toronto, to tv film production dept., S. W. Caldwell Ltd., Toronto.

Joseph G. Betzer, film planning director, Sarra Inc., Chicago, resigned June 1.

Hugh O'Brian, motion picture actor, signed by Lewislor Enterprises, Hollywood, to enact leading male roles in 10 NBC-TV *Loretta Young Show* films.

Albert E. Levin, Hollywood tv film and motion picture writer, father of girl, Elizabeth Paula, May 17.

News, Sports, Weather on Channel 2

TELEVISION CHANNEL 2

MORNING NEWS and WEATHER

Monday thru Friday 7-9 A.M.

Charles Collingwood reports the daily flow of news that streams in from all parts of the globe, and Jim McKay gives the latest in sports. Also weather every half hour by Carol Reed.

NEWS IN COLOR

LOCAL NEWS IN COLOR

Monday thru Friday
7.25 A.M.-7.55 A.M.-8.25 A.M.-8.55 A.M.-9.30 A.M.
Saturdays and Sundays 9.45 A.M.

SPINNIN' THE SPORTS WORLD

Monday thru Friday 6.50-6.55 P.M.

Matt Thomas reports the latest in the world of sports from the Associated Press News Service.

THE WEATHER TOWER

Monday thru Friday 6.55-7.00 P.M.

George Rogers presents a last minute report on what's happened and what's likely to happen on the weather front.

7 O'CLOCK FINAL

Monday thru Friday 7.00-7.15 P.M.

Popular newscaster, Baxter Ward, reports the latest news of the world and on on-the-spot coverage of local happenings.

DOUGLAS EDWARDS and THE NEWS

Monday thru Friday 7.30-7.45 P.M.

CBS TV newsman Douglas Edwards brings you your report of headline happenings from every corner of the globe.

HEADLINES OF THE MOMENT

Monday thru Friday 11.00-11.05 P.M.

Matt Thomas reports the latest headline news hot off the Associated Press wires.

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TV'S FOOTBALL GATE IMPACT REACHING PEAK, NORC FINDS

College football group claims telecasts have cut attendance by one-fourth; radio, on other hand, draws praise.

TELEVISION again is the whipping-boy of the National Collegiate Athletic Assn. in its fifth annual report blaming tv for declines in football gate receipts. However, tv's damage is at a peak so long as football telecasts are strictly controlled, NCAA concedes.

Radio, on the other hand, emerges from the NCAA's survey as a helpful medium serving "a real function" for the college sport. The research was conducted for NCAA by National Opinion Research Center, U. of Chicago, and is titled, "Fifth Annual Report of the Effects of Television on College Football Attendance."

NCAA's report attacks the theory of Jerry Jordan, N. W. Ayer & Son, and RETMA that the novelty of tv wears off when fans have owned tv sets two years or so, and they go back to attendance at sports events.

Live tv coverage of college football games has cut attendance by over a fourth without doing anything to create new fans for the sport, the NCAA report shows.

Apparently in conflict is NCAA's attack on the novelty theory and the finding in the NORC survey that attendance losses were negligible last year at colleges that had tv prior to 1953.

The NORC report includes these statements: "The moderate loss of 2% in tv areas can be clearly traced to the extension of network tv to new areas which were exposed to game of the week competition for the first time. Thirty-nine such colleges reported a collective loss of almost 20% in their 1953 sales. In contrast, the 163 colleges which had been exposed to televised football competition in 1952 and earlier reported a drop of only 1% from their levels of last year. It bears repeating, however, that these levels were still far below the attendances these colleges were drawing in 1947-48, before television had become an appreciable factor. The rate of loss has gradually slowed, as each year a smaller proportion of football fans become newly exposed to tv."

What Makes a Fan?

Reporting on extensive research into what makes a college football fan, NORC states that the great majority got that way by playing football themselves, by following their school teams or through friends who either played or had great interest in the game. Only 1% said they became fans through watching games on tv, the same percentage as reported becoming interested through reading about games in the newspaper.

Radio, somewhat surprisingly, rated twice as high as tv or newspapers, with 2% saying they had become interested in college football by listening to games on the radio. More fans (34%) listened to college games on the radio on an average saturday last fall than attended them (3%) or watched them on tv (23%). Most fans (40%) "did something else" on a typical Saturday, NORC reports, with only 20% of all fans attending one or more games during the 1953 season.

"There can be no doubt that radio serves a real function for the college football fan," NORC states. "Its usefulness lies first in its *convenience;* it can be heard while the fan is doing other things, driving his car, or away from his tv set. Second, it offers the *top games* of the day. Third, it offers a *variety* of games; if one is dull the fan can tune in to another. And lastly, it often offers the only opportunity to follow the fortunes of the *local* team when it is playing away.

"In contrast, television as it has been restricted under the NCAA plan, is much less flexible and does not have these advantages. Only one game is available on tv; it was selected in advance of the season and may or may not turn out to be one of the big games of the day, and the chances of the fan's own local team appearing on the screen are very very slight."

Despite all this, NORC avers, "it is only since television that tv-area attendances have declined so notably, in the face of upward trends in the non-tv areas. It is the 23% of fans who watch television every Saturday—and who watch it even when the teams are of little interest to them and even when the game itself has no national importance—that we must look for the cause of attendance declines in tv areas, when attendance rises would otherwise have been expected.

NORC's Report On 1953 College Football Attendance By Length of Tv Ownership

	No. of years of Tv Ownership		
Number of Games Attended in 1953	One Year	2-3 Years	4-plus Years
None	69%	73%	84%
One	10	17	8
Two	13	4	3
Three or more	8	6	5
	100%	100%	100%

"The findings make it quite clear that if the televising of games were to be banned completely, the result would be not just a switch to radio listening but a sharp increase in attendance. And if television were to be unrestricted, the result would not be just a switch from radio listening to tv, but an even sharper loss in game attendance."

The most cheerful note in the report, so far as the colleges are concerned, is the finding that tv has already reached its maximum effect on attendance at the games and is unlikely to cut any farther into gate receipts, provided that the NCAA program of limited tv is kept in effect. This program, "which restricts the number of telecasts in any area to one per week, which prevents any one team from appearing on television more than once per season and which apportions the limited number of telecasts available among teams from all parts of the country," has, NORC declares, "saved many colleges from losses which would force them to abandon the sport entirely."

The report summarizes the 1953 figures as follows: "given the current economic conditions, student enrollments, etc., college football attendance would have been 9% above the 1947-48 levels had it not been for tv competition. But where tv competition was present (which in 1953 was almost everywhere), attendance was almost 19% below the 1947-48 levels. The difference of 27.7% represents the harmful effects of television" [B•T, Jan. 11].

In 1950, when unlimited telecasting of college gridiron contests was allowed, colleges in areas where tv ownership was heavy suffered a 40% "tv differential," the report points out, calculating that if that unlimited tv policy were in effect today the national differential would be 40% instead of 27.7%. "Even such a calculation," NORC states, "does not take into account the increased number of tv stations, so that a fan who in 1950 had a choice of only one or two games on his local stations might now have a choice of four or five in many areas."

The five degrees of tv competition, in descending order, are listed as: a college competing with its own games on tv, facing televised games of another local school, a telecast game in a different city but the same area, one from a distant region and a complete absence of football on tv. In 1950, only year the first two could be tested, the figures showed lowest attendance trends at colleges which telecast their own games and next lowest at those which faced telecasts of other local games.

In 1951 and 1952, attempts to check the theory that the tv game of the week would have more serious effects on attendance at games in the geographical region than on those farther away found only small and inclusive differences. In 1953, however, NORC found that attendance at more attractive games was 8% greater when the telecast game of the week was from a distant point than when it was in their own area. The difference did not hold for less attractive games.

Base of Original Research

"The original research which gave rise to the Jordan novelty theory," NORC elaborates a bit further, "was based on a single graduate student study, conducted on a small sample of fans in a single area, in the year 1949, with no controls over the comparability of the groups whose behavior was contrasted. No research involving controlled comparisions has ever duplicated that finding for college football or any other sports activity and it has been refuted not only by the large-scale NORC studies over a four-year period, but also by the college attendance trends in more recent years when the novelty of television may be presumed to have worn off."

Interviewing football fans, half of whom have owned tv sets for four football seasons, one-in-five for three, 14% for two and 13% who were watching televised football at home for the first season (see table, adjacent column), NORC ventured.

"It is plausible and no doubt true that a new tv owner will spend a good many hours watching his set, acquainting himself with all the program it has to offer, and then, when the novelty has worn off, become more selective in his viewing," NORC comments. "But it is difficult to see why a football fan who has reduced his attendance because of television should later resume his old habits.

"Rather, it appears that *watching the telecasts of games breaks the habit of attendance and becomes a new habit itself.*"

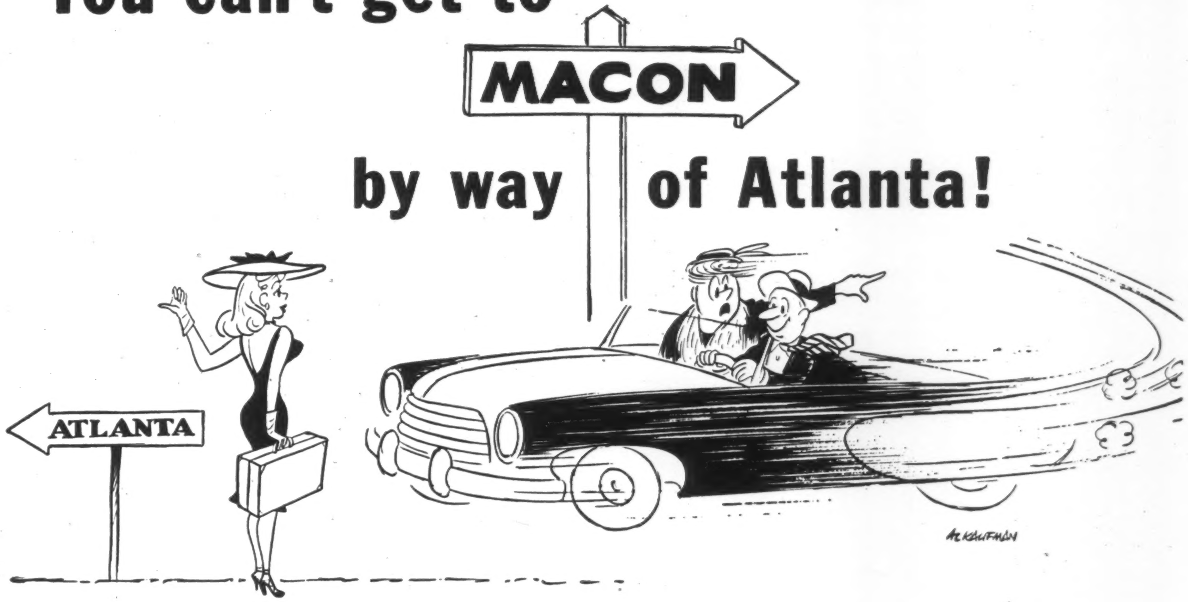
ARB'S COOPER ADVISES CAREFUL USE OF RESEARCH

Southern California AAAA chapter holds seminar on advertising in the future.

RATINGS are not the only part of radio-tv research which should interest the advertiser, Roger N. Cooper, West Coast manager, American Research Bureau, Los Angeles, told a seminar of the southern California chapter of American Assn. of Advertising Agencies in Los Angeles June 3.

Speaking on "How Can Advertising Do a Better Job in the Competitive Years Ahead?", topic of the seminar, Mr. Cooper said the wise advertiser would do well to look additionally

You can't get to MACON by way of Atlanta!



Macon is 93 miles from Atlanta! So it stands to reason that Atlanta TV stations are not covering the Macon area with an adequate signal. If you want to reach this middle Georgia market, heretofore untapped by TV, there's only one station that can do a job for you — WMAZ-TV!

Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station. Significantly, the remaining 37 counties in WMAZ-TV's 47-county area represent . . .

. . . 80% of this area's population!
. . . 81% of retail sales!

WMAZ-TV ADDS 153 NEW TV FAMILIES A DAY*...
153 NEW CUSTOMER-FAMILIES A DAY!

And in metropolitan Macon alone, population has virtually doubled since '40. Purchasing power has increased tremendously (income per household is well above the state's average) . . . and wide industrial growth has strengthened and stabilized the demand for every product sold.

Only WMAZ-TV *adequately serves the well-balanced industrial and agricultural Macon market for you!*

Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

**Average daily growth of TV homes in coverage area*

WMAZ-tv
MACON, GEORGIA • CHANNEL 13
CBS, DUMONT & ABC NETWORKS

WMAZ-TV DOMINATES THE MACON AREA AUDIENCE MORNING, NOON & NIGHT!

Telepulse** proves it!

Share of Audience

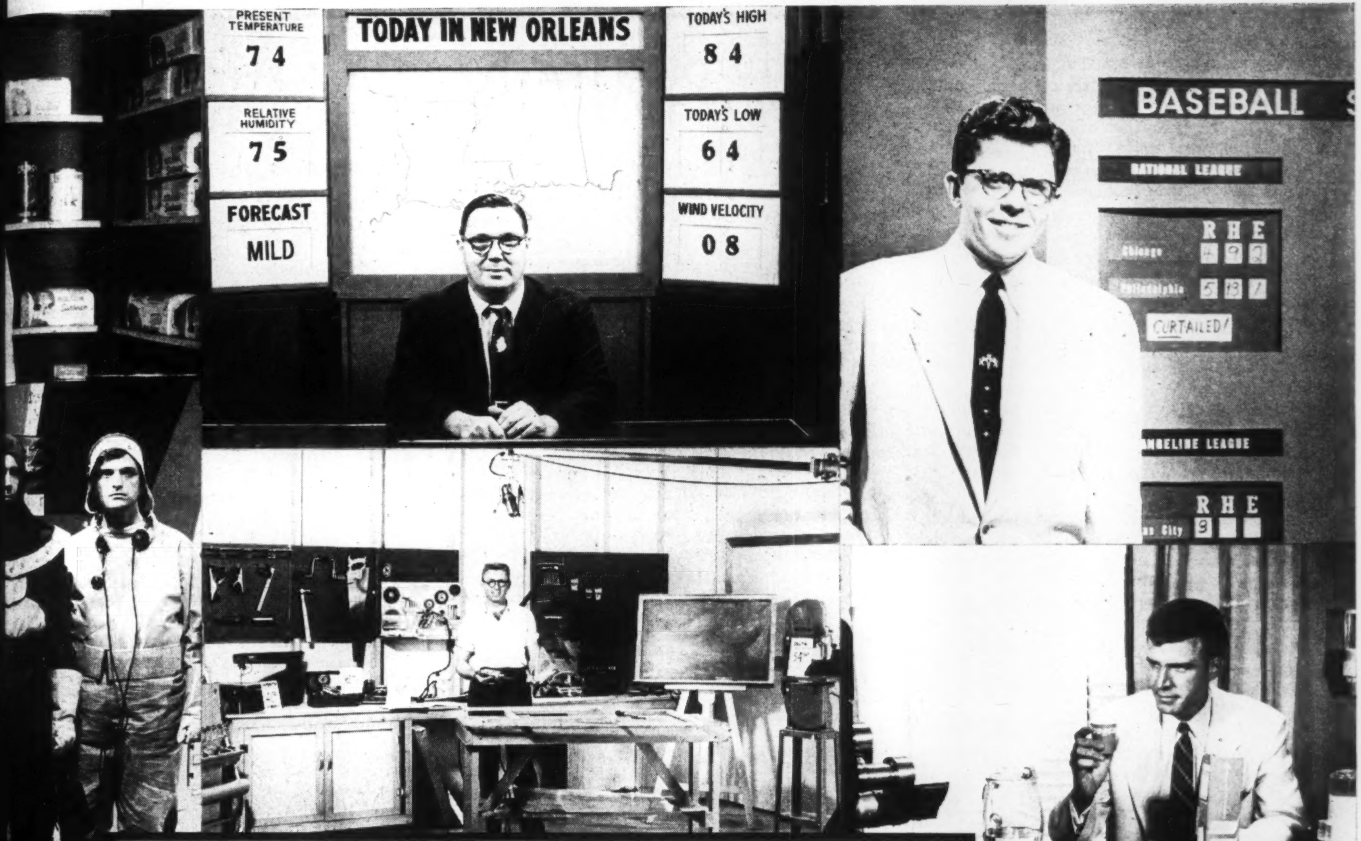
Sign-on to noon 45%
Noon to 6 PM 68%
6 PM to Midnight 57%

All the top 15 once-a-week shows . . .
All the top 10 multi-weekly shows . . .
are on WMAZ-TV

***Telepulse, Macon Area Report, Feb.-Mar. 1954*

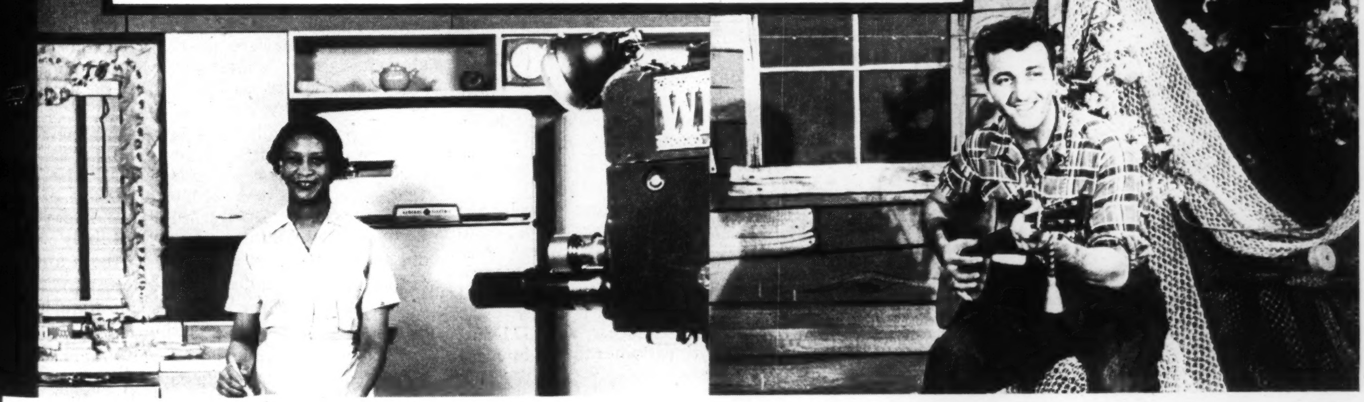
Ask your
AVERY-KNODEL
man

WDSU
WDSU
WDSU
WDSU
HOLSUM Sunbeam
DUBON
CARMON RICE
RIVAL


PRESENT TEMPERATURE
74
RELATIVE HUMIDITY
75
FORECAST
MILD
TODAY IN NEW ORLEANS
TODAY'S HIGH
84
TODAY'S LOW
64
WIND VELOCITY
08
BASEBALL
NATIONAL LEAGUE
R H E
CURTAILED!
R H E

THERE'S SOMETHING ABOUT NEW ORLEANS...

It stands out as a city with a charm and a culture all of its own. And WDSU and WDSU-TV stand out with the finest in radio and television programs – tailor-made to please the distinctive tastes of New Orleanians. Shown here are some of the members of the WDSU and WDSU-TV staffs who appear on these programs. Recruited from north, south, east and west, they are now welcome friends in most New Orleans homes. Using the specialized talents of people like these, WDSU and WDSU-TV bring their listeners and viewers the kind of radio and television entertainment they want – ranging from full scale musical productions, helpful programs for women, complete coverage of the latest sports, local and international news to children's shows and special feature programs. Maintaining this well-rounded staff and producing local shows of network calibre is another example of how WDSU and WDSU-TV, Louisiana's first television station, continue to serve New Orleans and the nation.



into the number of tv sets in a market, which could have no direct relation to population; to compare stations in a region, especially as to height and location of antenna, and the station frequency; in a mixed signal area, to discover the uhf conversion rate, and in judging ratings, to look into local ratings, which might not coincide with national ratings of a program.

He also cautioned agency executives to take an objective view of research, using it to ascertain facts rather than to prove their points.

The beginning of a tv commercial is the most important part, Walter A. Tibbals, vice president in charge of production, BBDO Hollywood, told the AAAA chapter. "All the research in the world isn't going to do any good if you can't get your foot in the door. If you don't get the viewer at first, he's not going to be with you and no matter how good or honest the copy, there will be no sale."

Theodore Parmalee, director, United Productions of America, Burbank, Calif., advised his listeners to "Take off from the stereotyped pattern and use showmanship." Very few tv commercials can appeal to everyone, he observed, since video's novelty has worn off. However, to put across an advertising message, he advised advertisers to narrow their campaign down to as few points as possible, then "say little, but say it often."

"The only way an advertiser can do a better job of selling is to merchandise," James Sander, merchandising supervisor, NBC-TV Hollywood, told the group. Outlining the NBC-TV operation, Mr. Sander defined merchandising as "taking advertising one step further, to the point of purchase, in order to create a desire to buy."

'Jack Benny Show' Tops Nielsen Radio Ratings

THE *Jack Benny Show,* followed by *Amos 'n' Andy,* occupies the top position for once-a-week evening programs, according to the National Nielsen Ratings based on a May 2-8 survey of listenership. The complete listings for five categories:

Rank	Program	Homes Reached (000)
	Evening, Once-A-Week	
	(Average For All Pragrams)	(1,633)
1	Jack Benny Show (CBS)	3,405
2	Amos 'n' Andy (CBS)	3,359
3	Dragnet (NBC)	3,079
4	Your Bet Your Life (NBC)	3,079
5	Lux Radio Theatre (CBS)	3,079
6	Charlie McCarthy Show (CBS)	2,845
7	Great Gildersleeve (NBC)	2,845
8	Bing Crosby Show (CBS)	2,799
9	F.B.I. In Peace and War (CBS)	2,566
10	Suspense (CBS)	2,519
	Evening, Multi-Weekly	
	(Average For All Programs)	(980)
1	News of the World (NBC)	1,773
2	Newscasts (8:25)	1,726
3	Gabriel Heatter (American Home) (Mutual)	1,493
	Weekday	
	(Average For All Programs)	(1,539)
1	Aunt Jenny (CBS)	2,472
2	Romance of Helen Trent (CBS)	2,472
3	Wendy Warren and the News (CBS)	2,426
4	Our Gal, Sunday (CBS)	2,239
5	Road of Life (CBS)	2,146
6	Ma Perkins (CBS)	2,146
7	Backstage Wife (NBC)	2,099
8	Arthur Godfrey (Toni) (Fri.) (CBS)	2,052
9	Stella Dallas (NBC)	2,052
10	Right to Happiness	2,052
	Day, Sunday	
	(Average For All Programs)	(793)
1	Shadow, The (Mutual)	1,959
2	Cecil Brown Commentary (Mutual)	1,353
3	Lorne Greene (Mutual)	1,353
	Day, Saturday	
	(Average For All Programs)	(1,073)
1	Space Patrol (ABC)	2,146
2	City Hospital (CBS)	1,959
3	Stars Over Hollywood (CBS)	1,866

Copyright 1954 by A. C. Nielsen Co.

NBC-TV QUALITATIVE STUDY REPORTS DAYTIME TV AUDIENCES BUY BEST

Network's survey of nearly 3,000 households shows that where there is television during daytime hours, there also are the highest income families and the biggest buyers of the advertisers' products.

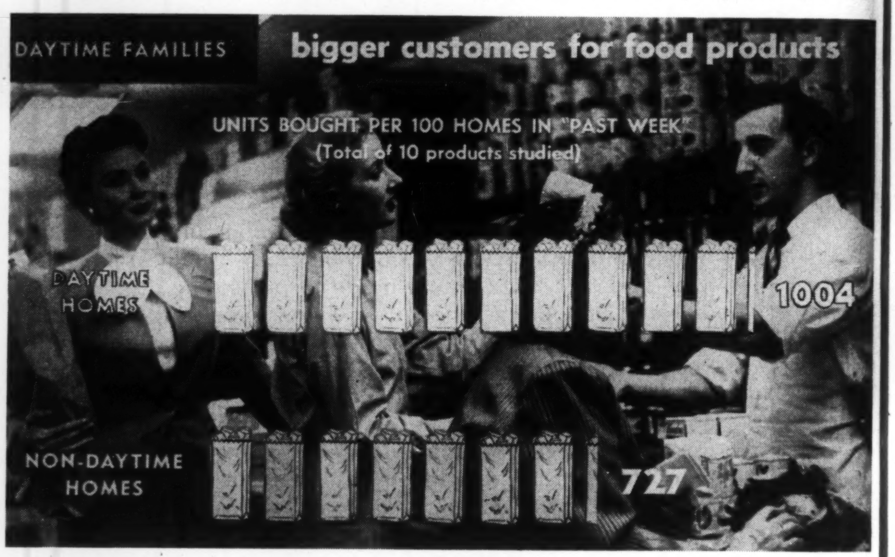
DAYTIME tv viewers, primarily housewives who take time from their family chores to look at television sometime before 6 p.m., are God's gift to the American manufacturer, according to a study unveiled last week by NBC-TV, which reports:

"From soups to soaps, cereals to cars, home permanents to home repairs, facial tissues to floor waxes—viewers of daytime television are consistently the best customers.

"They spend more money—and buy more products—because they are younger, their families are bigger, their incomes higher, their homes in larger and better markets."

Study, titled "Television's Daytime Profile: Buying Habits and Characteristics of the Audience," was inspired by a survey of advertiser and advertising agency executives who wanted more qualitative information about broadcast audiences, Hugh M. Beville Jr., NBC director of research and planning, told a news conference last Monday.

"We decided to make a qualitative study of daytime tv, because we've got more daytime for sale," Mr. Beville declared.



Made in January by W. R. Simmons & Assoc., which interviewed 3,243 women in 2,871 households in 450 interviewing districts in 185 counties covering all regions of the country, the study covered a sample typical of all homes in the nation, in districts without tv service as well as those with it. Dr. Thomas Coffin, manager of research for NBC, who presented the study, defined "daytime home" as the tv home in which the housewife personally watched daytime tv during the week before she was interviewed. Highlights of the study findings are:

- Two out of every three tv homes are daytime homes.
- Daytime viewers are younger. The largest single group of daytime tv viewers (29%, compared to 22% of non-daytime viewers) is in the 25-34 age group of young married women who are raising children, setting up homes and generally spending money.
- Daytime families are larger, with 371 persons in every 100 daytime homes to 332 in every 100 non-daytime homes.
- More daytime families have children (64%, against 49% for non-daytime homes).
- Daytime families have higher incomes, averaging $4,710, compared to $4,020 in non-daytime homes; 36% of daytime families earn $5,000 or more, against 26% of non-daytimers.
- Daytime families live in larger and better markets. Nearly three quarters live in markets of 50,000 or more population, to half of non-daytime families,. More than half the daytime families live in above-average markets, a third in average markets and only 14% in below-average markets.
- Daytime families are better and bigger customers for food products. Two thirds spend more than $20 a week for food and grocery products and for all of ten food items studied more daytime tv families buy the product each week than non-daytime families do.
- Daytime families are better and bigger customers for household items. More daytime families buy these items each week than non-daytime families and they buy more of them—455 units of seven items studied purchased by 100 daytime homes each week to 348 units bought by 100 non-daytime homes.
- Daytime viewers are better customers for drugs and toiletries. Of eight items studied, daytime viewers were better customers for six, tied for one (lipsticks) and below non-daytime homes for one (hand lotion).
- Daytime viewers are better customers for cigarettes, with about 40% of daytime tv watchers smokers, to about 25% of non-daytime viewers.
- Daytime families are better customers for home improvements. More than half of this group made major improvements in the past year, with more than 40% doing some of the work themselves. Only 40% of non-daytime families made improvements and only 31% did any of the work themselves. About a third of the daytime families spent more than $100 in the past year for rugs and furniture, to a fifth of the non-daytime families.
- Daytime families own more appliances. Nine items were studied; daytime families led

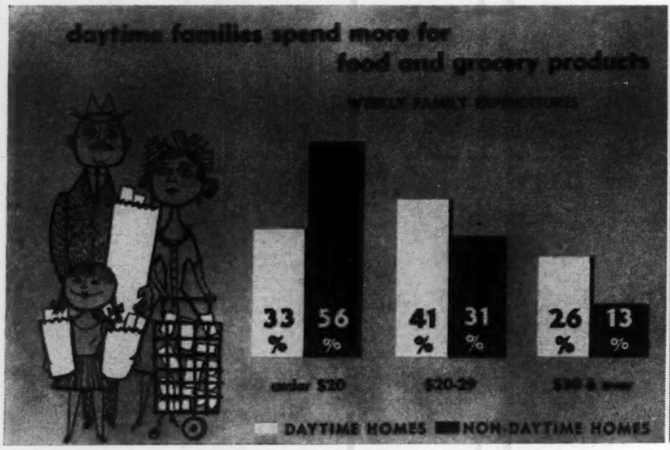
BIG MIKE: THE SUGAR PRODUCER

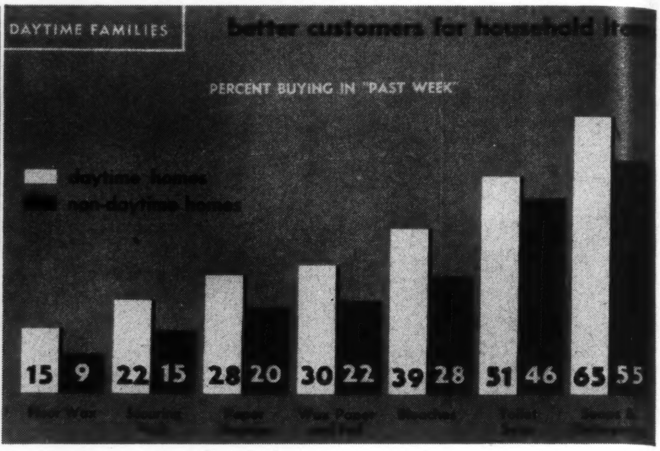
KFAB
50,000 WATTS
BIG MIKE
CRYSTAL SUGAR
50.DAK
MINN
NEBRASKA
IOWA
COLO.
KANSAS

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

250 million pounds of sugar — that is the annual production of Nebraska's sugar refineries. The million tons of sugar beets grown every year put the state fourth in the nation's sugar production. The beet sugar industry is a rich bonus to Nebraska's corn, wheat and cattle — and the multi-million dollar sugar industry is a valuable extra in Big Mike's Midwest Empire. Nebraska's farms and factories depend on Big Mike, the 50,000 watt KFAB, for service and entertainment all over this vast area. For the Big Mike story, talk to your Free & Peters representative, or contact Harry Burke, General Manager.

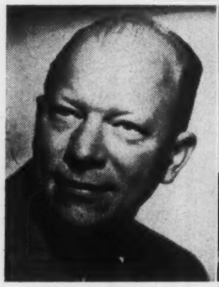
THE MIDWEST-EMPIRE STATION
1110 KC
KFAB
50,000 WATTS **OMAHA** CBS RADIO





in eight, tied in one (freezers) with the non-daytime homes.

- Daytime families are better customers for cars, with 80% owning autos and 14% buying one within the year, to 67% car-ownership among the non-daytime families, only 9% of whom bought new cars within the year.
- Daytime tv, specifically the right program, is the final step for the advertiser to his best customer prospects. Cases cited typically showed non-tv homes to be below-average purchasers, all tv homes to be somewhat above average, daytime homes to be higher above average and viewers to specific programs highest above average for the advertised product.


MR. BEVILLE

DR. COFFIN

Presentation was made to New York advertisers and agencies on Wednesday and Thursday. It will be shown in Chicago tomorrow (Tuesday), in Cleveland Wednesday, in Minneapolis Thursday, in Los Angeles on June 22 and in San Francisco on June 24.

Four Months Tv Sales At Highest Since 1951

SALES of tv receivers at retail stores in the first four months of 1954 reached the highest point since 1951, when sales figures were first collected, according to the Radio-Electronics-Tv Mfrs. Assn. April tv sales, though declining seasonally from March, set a record for that month and April radio sales exceeded the same month a year ago.

Retail tv sales totaled 2,152,515 in the first four months of 1954, compared to 2,100,620 a year ago. April sales were 371,720 compared to 512,861 in March and 319,721 in April 1953.

Retail sales of radio sets, excluding auto sets, totaled 1,487,247 in the January-April period compared to 1,851,673 in the first four months of last year. April sales were 427,911 units compared to 486,034 in March and 412,902 in April 1953.

BERNAYS STUDY ASSAILS TV COMMERCIALS

Public relations counsel also continues crusade in magazine article, foreseeing governmental controls as a possible result of tv abuses.

(Also see editorial, page 126)

PRESENT-DAY television commercials are condemned by senior class presidents of colleges and universities throughout the country because of "their inferior quality, their exaggerated length, their over-emphasis and their inaccuracy," it was reported last week by Edward L. Bernays, public relations counsel, in releasing his latest study on public attitudes toward tv commercials.

"This is a bad omen for the future of sponsored broadcasting unless the quality and effectiveness of tv commercials are improved," Mr. Bernays commented, "since it is logical to assume that these class presidents are likely to be influential later on, and at present reflect their contemporaries' judgments."

Mr. Bernays previously had issued two studies on tv commercials, one reflecting the opinions of educators, businessmen and officials of trade publications, and the other of barbers, butchers, beauticians and bar and tavern keepers. The two studies, Mr. Bernays said, showed that "a wide variety of people resent tv commercials in their present form and want them improved."

The third study, according to Mr. Bernays, was based on 112 answers to a letter-questionnaire sent to senior class presidents at universities and colleges in all states, as listed in *The World Almanac.* He said the study reveals that "the younger generation agrees with criticisms of their elders . . . who echo the general contempt for most tv commercials."

About 70% of the class presidents, Mr. Bernays reported, expressed the belief that tv commercials do not serve "the public interest, convenience and necessity." Poor taste and length and timing were said to account for the largest number of complaints.

Among the comments on tv commercials by class presidents, as reported by Mr. Bernays were: "Some dramatize to the extent of being repugnant." "They are too long, in poor taste, of little interest and thus of little value." "They irritate." "They seem to assume that all Americans are extremely ignorant." "Take up too much time trying to appeal to reactions which are, for the most part, childish." "They are insulting to a person's intelligence, and are nerve-wracking and interrupting, causing more antagonism than anything."

Most frequent recommendations made by many respondents to improve tv commercials, Mr. Bernays said, was to shorten them and cut down their number, with commercial mentions only at the beginning and the end of the program. About 8% urge some form of censorship—government or civilian—to "eliminate the worst excesses," according to Mr. Bernays.

The average viewing time per week of the class presidents was reported by Mr. Bernays to be eight hours and ten minutes.

Meanwhile, Mr. Bernays has written an article, appearing in the June 7 issue of *New Leader,* which contends that the present American system of television broadcasting is in jeopardy because of public antipathy to "irritating and obtrusive tv commercials." Mr. Bernays voices the belief that public attitudes toward commercials may result in stringent government regulations or control not only of commercials but of the television industry itself.

Agencies Run the Show

Mr. Bernays charges that the tv industry sponsors, advertisers and networks pay little attention to commercials, with agencies delegating responsibility for them "to the people who lack the skill, experience or imagination or talent to produce top-notch commercials."

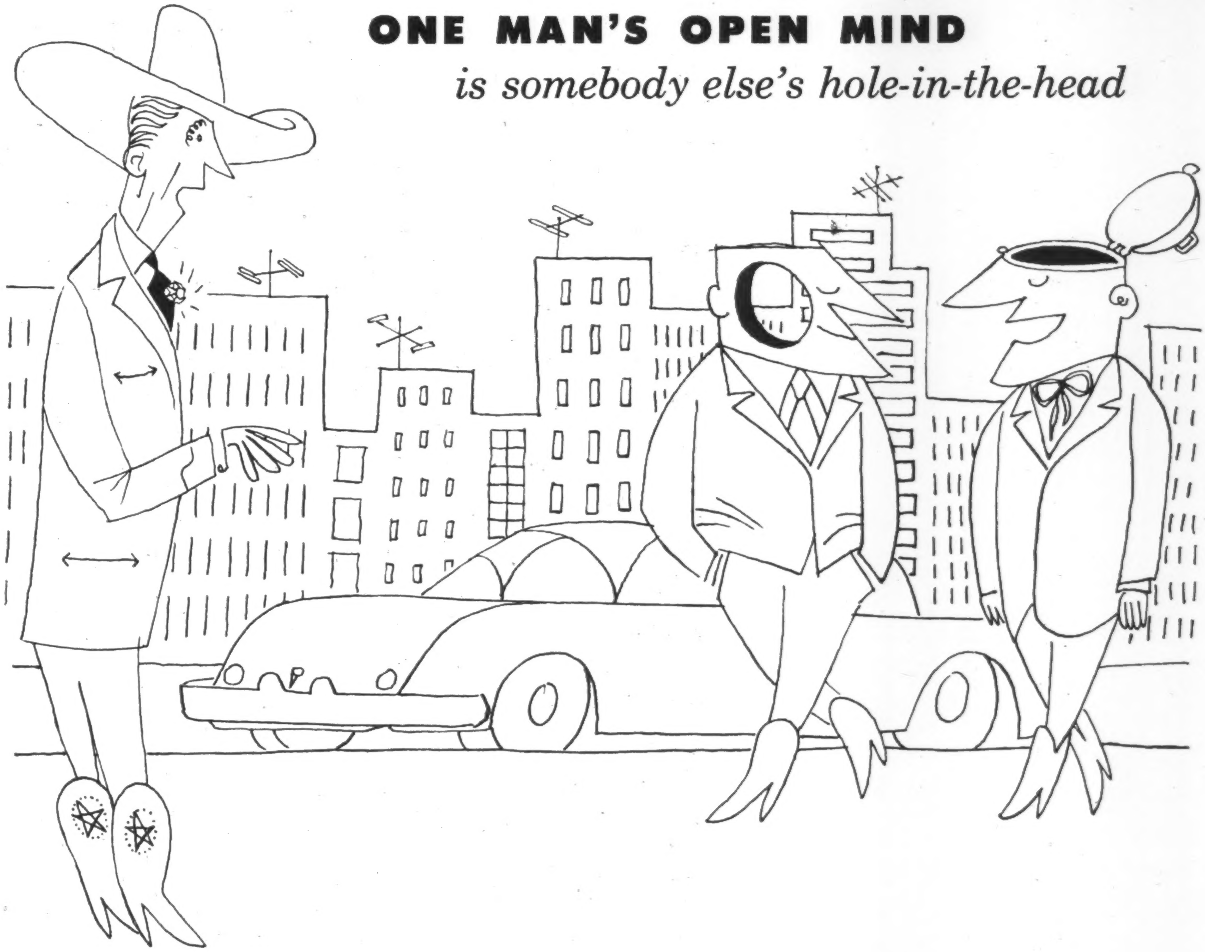
Recommendations offered by Mr. Bernays to improve the quality of tv commercials include the employment of "creative craftsmen, skilled in the necessary audio, visual and aesthetic impact," and the setting up by the tv industry of a foundation to carry on fundamental research on how tv commercials can meet the needs of economics and of the public interest within the framework of the present system.

The senior class president study and the magazine article represent the latest steps taken by Mr. Bernays in a campaign which he said was undertaken to improve the quality of tv commercials so that they "may serve the public interest, convenience and necessity."

730,000 Tv Sets in Canada

THERE WERE close to 730,000 television receivers in Canada at the end of April, according to figures of the Radio-Television Manufacturers Assn. of Canada. Of this total the province of Ontario accounted for 463,000 sets, with Quebec province having 209,000 receivers.

ONE MAN'S OPEN MIND
is somebody else's hole-in-the-head



JUST to keep the readers of *Broadcasting* aware of the way the wind blows in certain quarters, here are a pair of consumer magazine clippings:

"*. . . how to teach a crow to talk? Put it in a dark room. Turn on a radio. After a few weeks the crow gets lonesome and starts talking.*" The editor commented, "*Who wants a crow that talks like a radio?*"

Item 2: "*One warm spring evening recently a pair of Indian braves, in town to celebrate, checked into a hotel, opened the windows, and turned on the room's tv set. It so happened that the Stockyards were particularly fragrant that evening. 'Ugh' remarked one of the men, 'television smell terrible'.*"

We bore that with equanimity; what got us was the comment which followed: "*Isn't that absurd? Indians never say ugh.*"

* * *

Apparently everyone doesn't share our enthusiasm for radio and tv in general and KGNC in particular. Anent the latter, with innate immodesty we call your attention to a Fact: Amarillo is again No. 1 for the nation in retail sales per family. If this suggests that we're worth an investment, it's no coincidence.

KGNC-AM & TV

★ *Amarillo*

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

At the recent NARTB Convention broadcasters & advertisers a

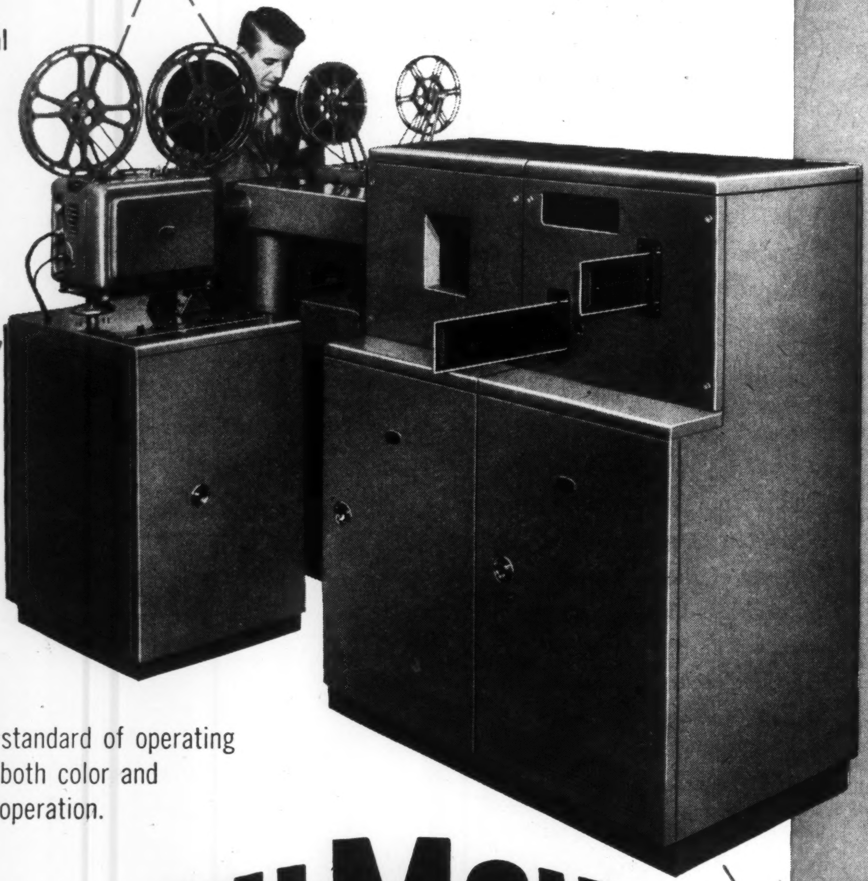
Any way you look at it...

Excellent color fidelity. Special Masking Amplifier plus overall quality of system results in superlative reproduction.

Continuous film movement. No intermittent action. Optical immobilizer eliminates claws and shutter.

Film may be run forward or backward. Stopped at any point. Speed may be varied.

Sensitivity of system faithfully reproduces all tonal gradations through gamma-corrected amplifier.



No shading adjustments necessary. Picture free from edge flare and shading. Completely automatic from remote panel.

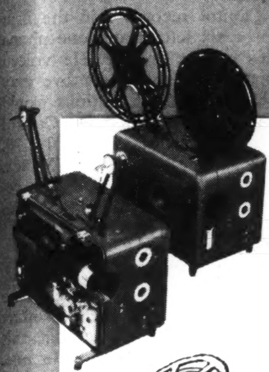
Entirely new standard of operating economy for both color and monochrome operation.

DUMONT®

agreed conclusively---

YOU'RE YEARS AHEAD with the

DU MONT COLOR MULTI-SCANNER



Here is the one system that puts you years ahead . . . whether for monochrome or color. The Du Mont Color Multi-Scanner permits you to be ready for the day you start color broadcasting, and at the same time provides a means of monochrome-film, slide and opaque pickup surpassing all other systems in quality of performance, operating economies and dependability. Yes, sir . . . anyway you look at it . . . you're years ahead with the Du Mont Color Multi-Scanner — the **only** continuous-motion scanner now ***IN PRODUCTION!***

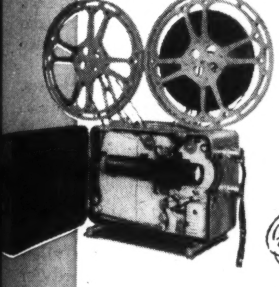
16 mm. COLOR FILM

COLOR TRANSPARENCIES

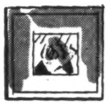
. . . FOR COLOR

Permits the average television station to prepare for color now, without the large investment required in specialized color equipment. The cost of the system may be amortized over both current monochrome broadcasting operations and future color operations.

The Color Multi-Scanner eliminates registration and other technical problems inherent in triple pick-up tube camera designs. The single scanning tube along with the unparalleled sensitivity of the Du Mont Multiplier Phototube results in a color signal source far surpassing that of other systems.



16 mm. FILM MONOCHROME



MONOCHROME TRANSPARENCIES

. . . FOR MONOCHROME

The Color Multi-Scanner can go right to work on monochrome transmission. Utilization of the same equipment provides fine quality black and white reproduction. At the flick of a switch—your choice of color or monochrome—it's as simple as that!

The Color Multi-Scanner is basically the same as the famous Monochrome Multi-Scanner with the exception of a light-splitting mirror system and additional unitized channel amplifiers. All operational advantages and economies have been retained.

. . . AND OTHER DU MONT COLOR EQUIPMENT

Incorporated in the Du Mont Color Multi-Scanner and available as a separate unit for improving other color signal sources, the Du Mont Color Masking Amplifier adds new realism to color signals. It permits compensation for dye and filter deficiencies and adds new qualities to any color setup.

Get details on the complete line of Du Mont color transmitting accessories. As always . . . in color or monochrome . . . it's Du Mont to be first with the finest!

MONOCHROME OPAQUES

TELEVISION TRANSMITTER DEPARTMENT **ALLEN B. DU MONT LABORATORIES, INC.** **CLIFTON, N. J.**

Full Business Census In Prospect for 1955

FULL census-taking of businesses, manufacturers and mineral industries is in the cards.

The House has authorized such a census taking in fiscal 1955 to cover the current fiscal year. For this project, some $8,430,000 is being recommended.

The proposal is a reversal of the previous position taken on Capitol Hill which would have permitted some $650,000 for "spot check" censuses.

The Senate Appropriations Committee last week in taking cognizance of the actions in the House, decided to delete the $650,000 figure from its Commerce Dept. budget bill in preparation for the larger figure requested only last Tuesday in the House.

'Lucy,' 'Comedy Hour' Lead Latest Nielsen Tv Survey

CBS-TV's *I Love Lucy* and NBC-TV's *Colgate Comedy Hour* lead the latest National Nielsen Ratings, according to a survey of tv viewing for the two week period ending May 8. Complete listings:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	16,462
2	Colgate Comedy Hour (NBC)	14,020
3	Dragnet (NBC)	13,885
4	Buick-Berle Show (NBC)	12,373
5	Philco Tv Playhouse (NBC)	10,925
6	Ford Theatre (NBC)	10,916
7	Jackie Gleason Show (CBS)	10,901
8	You Bet Your Life (NBC)	10,867
9	Arthur Godfrey's Scouts (CBS)	10,858
10	Gillette Calvalcade (NBC)	10,631

PER CENT OF TV HOMES REACHED PROGRAM STATION BASIS

Rank	Program	Homes %
1	I Love Lucy (CBS)	57.5
2	Dragnet (NBC)	50.0
3	Colgate Comedy Hour (NBC)	49.7
4	Buick-Berle Show (NBC)	47.1
5	Jackie Gleason Show (CBS)	41.4
6	Arthur Godfrey's Scouts (CBS)	41.3
7	Ford Theatre (NBC)	41.1
8	Philco Tv Playhouse (NBC)	39.9
9	This Is Your Life (NBC)	39.9
10	You Bet Your Life (NBC)	39.4

Copyright 1954 by A. C. Nielsen Co.

COLLEGE PREDICTS 37,000 MORE TV PEOPLE BY '60

ROUGHLY 37,000 additional qualified people will be needed to man about 913 tv stations in 1960, raising employment of the television industry to about 80,000 in over five years.

Those are the chief findings in a survey conducted by the radio-tv department of Columbia College, Chicago, whose conclusions are being released today (Monday). The study was conducted among top executives of 154 television outlets, 14 network officials, tv directors of 10 "leading" advertising agencies.

Group comprised questionnaires returned by FCC Comrs. John C. Doerfer and Robert T. Bartley, as well as a response from a member of the Joint Committee on Educational Television.

The majority of responses (47%) on number of stations felt 800 would be on the air, while 22.7% felt it would be closer to 1,100 outlets.

Other majority findings:

The number of employes per station will be smaller (67 responses); additional personnel will come largely from in-service training by tv stations themselves, from radio and other sources (93, 56 and 28 responses); there are enough colleges and universities to provide training (113-52); there will be more women employed (154-23), and color tv is not likely to enlarge personnel requirements of stations (109-70).

RECORD COMPANIES PLAN TO SUPPLY STATIONS WITH 45 RPM DISCS ONLY

Protests from radio stations around the country are being heard. It is estimated by record company executives that conversion cost for most stations would run from $85 to $150. KMPC cites itself as typical example and says changeover would cost $3,000.

CONVERSION costs running into millions of dollars face radio broadcasters following an ultimatum issued last week by four record companies planning to supply standard numbers to stations on 45 rpm discs.

Companies that have announced the switch from 78 to 45 discs are RCA Victor, Mercury, Columbia and Capitol. Decca said it had not yet issued a statement of policy though it was planning to supply 45s, and possibly 78s also.

Protests started erupting from the nation's stations last week as effect of the action was realized. Broadcasters were indignant because they were not consulted prior to the action. They resented, too, the fact that only a month's notice was given, complicating the task of converting turntables as well as rebuilding traffic and storage facilities.

Besides complaining that they had not been asked for their views, stations pointed out that their use of standard releases provided the principal promotion for retail sales. They contended that manufacturers are treating the conversion problem casually, thinking only of the quarter-million dollars they expect to save every year by abandoning the special 78 rpm unbreakable discs they have been supplying stations.

At NARTB Washington headquarters it was said that complaints have been received from the membership, and the association is looking into the problem. NARTB's board meets next week and may take up the subject during the three-day deliberations.

Major recording companies reported to B•T last Thursday that there have been "waves of complaints" from radio stations on the change to 45 rpms. They attributed "isolated" complaints from station operators primarily to a normal resistance to change, though they acknowledged that conversion charges are a factor.

It was pointed out by spokesmen from the record firms that the change was not an unexpected one, as it had been "bruited about" for the past two years. They emphasized that it was their intention to cooperate with radio stations as they felt that broadcasters and record manufacturers should work together for their mutual benefit. But, they added, that the change was dictated by the "substantial savings" reported to be about $250,000 a year, for the five major recording companies.

Decca Undecided on 78s

An official of Decca records stated that the company was planning to send 45 rpm's to stations, but said it had not decided whether it would discontinue 78 rpm's to stations which request them. He reported that the company had not received any complaints as it had not issued a statement on its policy.

A spokesman for Columbia records said the firm had received a "substantial" number of complaints from stations a few weeks ago when reports circulated that Columbia would release 45 rpm's. He added that complaints have "simmered down" in the last week or so as stations learned it is an industry-wide move, aimed at effecting economy in operations. He pointed out that the lighter discs would speed up deliveries and result in more frequent releases to stations.

Only "a few" complaints were received by Mercury records, an official there told B•T. Along with other record company executives, he pointed out that the time is "ripe" for the change, as 45 rpm's are the most generally-accepted records and 78's have been "on the way out for some time."

An official of Capitol records said the firm has received "five or six letters and one phone call" from stations on the change. He voiced the belief that in the long run, the move may benefit stations. He claimed the stations would save space with 45's, and said that the Capitol 45 rmp is a better quality record than the 78.

No comment was available from RCA Victor. A spokesman said the company had not received reports from its field managers who would be apprised of station reaction.

Regret Expense

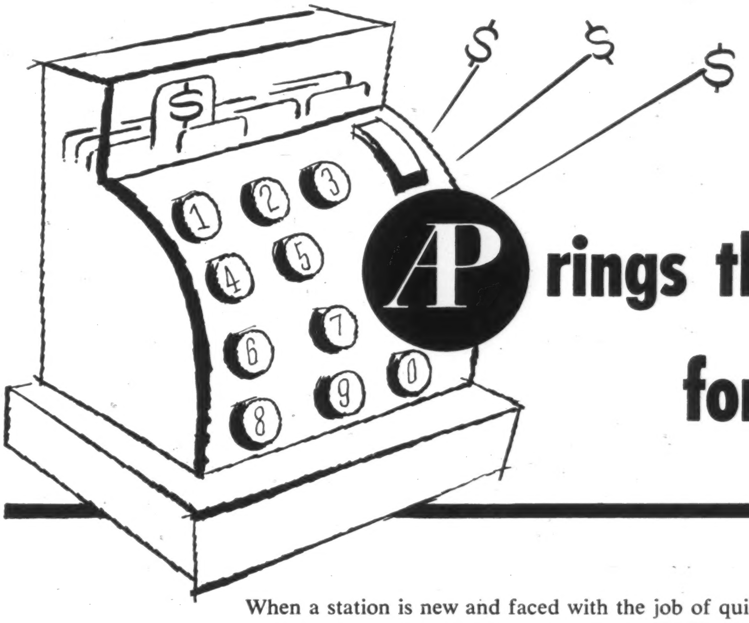
All officials said they regretted any expense the stations might have to undertake to effect a conversion, but they pointed out that this investment should not be a considerable one. It was estimated by several executives that conversion expenses would run from $85 to $150 for most stations requiring change-overs on equipment.

On behalf of the change-over, effective July 6, Joseph M. Zamoiski Co., Columbia distributor in the Baltimore-Washington area, said the Columbia decision "has been motivated by the increasing advantages of microgroove records in the overall realm of programming, storage, fidelity and speed of delivery." The firm said the microgroove discs "will bring a new level of fidelity to radio stations. The space savings afforded by this new policy are too obvious to necessitate detailed description. Shipments of new releases should reach radio stations faster than ever before and breakage should virtually be eliminated.

"With the first shipment of new releases, Columbia will endeavor to supply all stations with a special assortment of the top hits so as to make cueing of different types of records a minimum problem during this conversion. Plans for additional shipments of standards and catalog selections to follow through the balance of the year have already been blueprinted. This advance notice will also allow those few stations not currently equipped for the playing of microgroove records to make the minimum adjustments at their convenience."

Carl Zamoiski Jr., of the distributing firm, told B•T some complaints have been received from stations. These have been referred to Columbia.

Ross H. Beville, chief engineer of WWDC-AM-FM Washington, 24-hour station featuring a heavy schedule of records said 45s are harder to cue and are not as satisfactory as 78s from an operation standpoint. Asked about conversion costs, he said two Presto tables could be converted for $185 each but would be out of action two weeks. Four RCA turntables at WWDC could be converted for around $110 each, he said, with several rim-drive tables involving a conversion cost of only $30 to $50 each. Some of the station's 13 turntables cannot be converted, he said, with new ones costing $600 to $700 each, depending on type of head. He said some stations might employ "peewee" 45 consumer players costing around $15 but



AP rings the bell for new station

When a station is new and faced with the job of quickly integrating itself among local sponsors, it's a good idea to make use of program material which "needs no introduction."

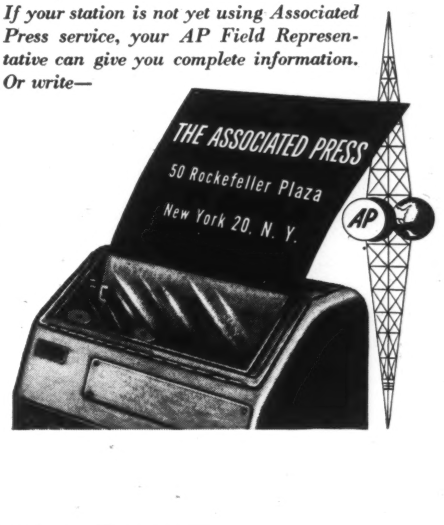
That's straight-from-the-shoulder advice expressed by Oliver Thornburg, Sales Manager of WSTN, St. Augustine, Fla. After only a few months of operation, WSTN has carved a solid niche for itself. Thornburg gives a great deal of the credit to his Associated Press news sales.

Thornburg knew The AP was firmly established in the minds of listeners while his station was not. So in his approaches to prospective sponsors, he stressed the long-standing familiarity that those listeners feel toward AP news and features . . . that this, by association, made WSTN a friend of good standing in the community.

The station has twelve 5-minute AP newscasts daily (4 presently sponsored); a quarter-hour newscast (sold); five daily spot summaries (all sold); eight spot summaries on Sunday (all sold).

AP features are important revenue producers for WSTN. A daily weather feature is sponsored by a well-known beer; "Sports Whirl" and "Sports Special" are both sponsored by an auto dealer, who also carries a spot summary in the morning. "Jigsaw News" and "Flashes of Life" are important segments of an early morning participating show. A bank identifies itself with the popular "It Happened This Week" on Sunday. "Listen Ladies", "Women's World" and "To Market, to Market" are all part of a woman's show about to be sponsored by a well-known dairy.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—


THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Sales Manager Thornburg, with a background of 13 years experience in radio and TV, says:

"AP is one of our greatest assets — it rang the cash register immediately — and that's important to a brand new station. AP is a brand name every thinking person knows and appreciates."

Those who know famous brands . . . know the most famous brand in news is AP

SMOOTH YOUR
WAY TO
SALES WITH
FOUR BIG PLUSSES

+ TO FILL IN THE GAPS

Mutual has 328 affiliates in markets where no oth
network has a station, where other media straggle-
but where 9,000,000 radio families live and buy.

+ TO OBLITERATE DISTANCE

Mutual is the far-largest of all networks, with 570 stations, closest to the most people—and the most dealers and distributors—in the most markets.

O
Mutua
axin
udier

MUTUAL BROADCASTING SYSTEM . ·

There's no obstacle between you and 48-state sales that network radio can't smooth out best—and no network can smooth your way to sales with earthier advantages than Mutual's. Examine the four special plusses shown here... Mister PLUS at the controls.

+ TO BROADEN THE BASE

Mutual's unique combination of programs and stations draws more out-of-home audience than other networks — and in-home audiences that all media miss.

O COVER THE GROUND

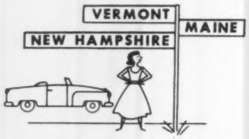
utual has engineered new ways to use radio for aximum flexibility and multiple impact—"Top Ten"-size udiences regularly delivered at rockbottom cost.

. . . . the ALL-America network for radio . . . PLUS

Bonus from Mt. Washington TV

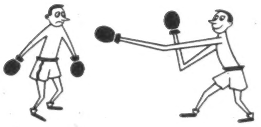
$3,900 JAGUAR SPORTS CAR

By using America's only "3-state one-station TV network" you can save the cost of a $3,900 Jaguar sports car in fifteen weeks of a half-hour weekly program.



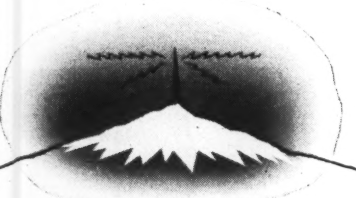
COVERS 3 STATES

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire, and Vermont. On the air in August.



WHAT A REACH

Covers virtually all the families local stations do. Reaches thousands of families they cannot reach. Costs 54% less than the combination of the 3 TV stations giving next best coverage.



CBS—ABC

Mt. Washington TV, Inc.

WMTW

Channel 8

Represented nationally by
HARRINGTON, RIGHTER & PARSONS, Inc.

doubted if they would be satisfactory except for occasional use. Either temporary spindles or center inserts must be employed in adapted turntables, he noted.

Mark L. Haas, director of KMPC Los Angeles, describing the KMPC situation as probably typical from a mechancial standpoint, said the station is set up primarily to handle 78 rpm records and 33 rpm transcriptions. "To convert this equipment to handle 45s would cost us well over $3,000," he said. "In addition we would have to build filing cabinets at further expense."

Penalty on Millions

"Multiply this by the 2,500-3,000 stations in similar position," he continued, and it becomes obvious that record manufacturers "are imposing a penalty of many millions on the radio industry—and, incidentally, providing a mighty attractive melon to be cut up by the manufacturers of 45 equipment."

Mr. Haas looked at the handling problem this way: "The small-sized 45s undoubtedly are excellent for home use where the operator can carefully cue up the record. However, the situation is quite different with the disc jockey who plays his own records—and most of them feel they can turn out a better show by so doing—and always is working under pressure.

"The small records are difficult to cue up, there is a tendency for the needle to skip the shallow grooves, the small records do not stack as well as do the larger 78s, the records are difficult to pick up and handle.

"The one Los Angeles station fully equipped to handle 45s in all studios informs me that their disc jockeys use the 45s along with 78s largely because the front office insists that they do so. The inconvenience of switching playing arms between records (and the resulting program interruption when the busy, harried DJ overlooks doing so) certainly discourages adding multiple playing arms and speeds to the record spinner's numerous other responsibilities."

Equally disturbed was WICC Bridgeport, Conn., which sent a letter to heads of five recording companies pointing to practical difficulties faced in the changeover. Wallie Dunlap, WICC-AM-TV program vice president, said after talking over the problem with Philip Merryman, general manager, and Bob Crane, radio program director, that record firms "are forcing upon your greatest promotional medium circumstances which in actual fact will be entirely impractical."

He continued:

"To begin with, the average radio station in the United States, particularly those operating on a music and news format such as we do, would have to completely re-equip itself in order to accommodate such a change. Microgroove heads, 45 rpm tables, and a different kind of table mat would have to be installed. The 12,000 records we now have in our library would have to be completely reshuffled and considerable carpentry employed to facilitate a new type of storage and handling. Also, because of those 12,000 records, our 78 rpm equipment would have to be retained in addition to the 45 rpm equipment which we have no desire to install or other use for.

Difficult to Handle

"An additional objection to 45 from a radio station's point of view is that they are extremely difficult to handle at air time. They do not cue well, they do not fit present record racks, they do not interchange with any other type of recording, and they are subject to 'skipping' and 'jumping' from vibration.

"I do not think I am being at all pre-

Obviously OUTSTANDING . . .

JUST 1 OUT OF 76

THE P. A. BERGNER CO

Since 1932, The P. A. Bergner Co., one of Peoria's leading department stores, has used WMBD consistently to reach for its share of the $730,000,000 effective buying income of the Peoriarea.

Currently Bergner's is using a 15-minute program six days a week. Augmenting the impact of the program, this advertiser also uses a schedule of announcements.

BERGNER'S IS JUST ONE OUT OF 76 LOCAL ADVERTISERS WHO USE WMBD CONSISTENTLY

These advertisers sponsor more local programs on WMBD than on all other Peoria stations . . .

COMBINED!

Local advertisers and national advertisers experienced in the Peoriarea market know . . .

TO SELL THE HEART OF ILLINOIS–BUY WMBD

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network 5000 Watts

sumptuous in saying that a poll of all radio stations you and the other record companies now service would result in a resounding 'nay' against this move. Since we are your greatest sales medium and you are one of our prime sources of entertainment, I think we have a common enough stake in the matter for a great deal more consideration being given such a proposition before it is put into effect. I think many of my associates in the broadcast industry would agree with me that a selective system of purchasing those 78's we choose to play would in the long run be more practical than converting to a system we do not want just to receive some free records from time to time. What's more, I honestly feel that you can gain the economy you seek by a much better organized and much more selective system of distributing records to radio stations. I submit that a good deal of your present cost is tied up in overlap and waste."

MCA To Represent BOTV, BOTV To Use MCA Talent

AGREEMENT was completed last week under which the Music Corp. of America will serve as sales representative for Box Office Television Inc. and, in turn, BOTV will book all talent for its closed-circuit tv programs through MCA unless specific individuals are requested by a client.

The arrangement is said to mark the first time that a talent agency has become active in the closed-circuit field. During the first five months of 1954, BOTV has produced six closed circuit tv programs, two for the Ford Motor Co., and others for the Chrysler Corp., American Management Assn., Pan American World Airways and the Sheraton Hotel chain. The industrial division of MCA, over the past three years, has produced industrial shows for such clients as General Electric, Studebaker, Abbott Labs., Motorola, Hotpoint, Chevrolet and Burlington Mills.

PROGRAM SERVICES SHORTS

City News Service of Los Angeles, under new ownership of former L. A. Mayor **Fletcher Bowron** and **Joseph M. Quinn,** former United Press Southwest U. S. business manager, starts extensive rapid teletype and telephone news service for L. A. area radio and tv stations, from today (June 14). New offices are located at 106 W. 3d St.

Ross Roy, Detroit, appoints Phil Davis Musical Enterprises to originate and produce music for spot series for Dodge job-rated trucks. Campaign will be tested in Detroit area before expansion.

PROGRAM SERVICES PEOPLE

Edward Hochhauser Jr. vice president, Muzak Corp., N. Y., placed in overall charge of promotion and advertising dept. and will direct newly expanded merchandising and advertising activities.

Hal Danson, formerly general sales manager, Adler Communications Labs, New Rochelle, N. Y., appointed director of advertising, publicity and tv, National Screen Service Corp., N. Y., succeeding **Melvin L. Gold,** resigned [B•T, May 24].

Doovid Barskin, associate agent, The Mishkin Agency, Hollywood, and **Revin Barskin,** associate agent, Stempel-Olenick Agency, same city, form the Barskin Agency, to represent tv actors. Offices: 8584 Sunset Blvd.; telephone is Crestview 4-6738.

Fellows Cites Codes As Industry Protection

NARTB president tells Wisconsin Broadcasters that compliance with the radio and tv standards is protection against legislative attack.

LEGISLATIVE attacks against radio and tv broadcasting can be allayed only by industry-wide observance of the NARTB radio and tv codes, Harold E. Fellows, association president, told the Wisconsin Broadcasters Assn. Tuesday at its meeting in Milwaukee.

Discussing the constant legislative attacks against broadcasting, Mr. Fellows said that while there are different viewpoints in industry competitive attitudes, "when it comes to the matter of legislation both at the national, state and municipal level those who enact laws and ordinances look upon radio and television as a single industry."

He told WBA that "legislation affecting one is bound to affect the other." Citing the radio standards and the tv code as voluntary steps to show their sense of responsibility to the public, he said, "Most legislators, certainly those who emerge from the practice of law, are acquainted with the revolutionary process required in establishing such nationwide rules for conduct."

Continue Censorship Fight

Mr. Fellows said broadcasters must continue to fight censorship. "A part of the pattern of living in America is the existence of instrumentalities free to comment objectively upon the behavior of government," he said. "There are two ways to build communications within a nation—mass communications intended to make available all information and all opinion possible to the people. One is to have government operate communications. No government that has ever operated a nation's system of communications can honestly say that all opinion and all information are made available. The other way is to adopt a system which makes communications self-sustaining—unreliant upon the government. This is the method we adopted.

"Let's not lose sight of our goal; let's not be stampeded by these various efforts, well-intended or otherwise, to control any part of the program or advertising content which reaches the American people—as long as that program and advertising comment is consistent with applicable and established laws of the land.

"But let us be wary in our own house that we do not invite unfair criticism, or worse yet, unfair legislation and control by failing to meet the obligations which are inherent in the nature of the business and profession in which we are engaged."

Nearly 50 broadcasters attended the one-day meeting, with Harry Peck, WISN Milwaukee, presiding. Charles H. Tower, acting director of NARTB employe-employer relations, discussed wage-hour and other economic problems.

The association adopted a resolution in favor of daylight saving time, setting up a committee under Francis Kadow, WOMT Manitowoc, to press for its adoption when the legislature convenes in January. A committee will be named to work with the State Radio Council in connection with Wisconsin's referendum vote this fall on a proposed statewide educational tv network.

RETMA Unit to Study Booster-Satellite Tv

ECONOMIC and coverage factors involved in satellite and booster television stations will be explored by a special committee of Radio-Electronic-Tv Mfrs. Assn., which will meet June 23 at the Roosevelt Hotel, New York. The committee was formed by RETMA's Broadcast Equipment Section to supply technical data to the FCC. Ben Adler, of Adler Communication Labs., is committee chairman.

Already the committee has a fund of data based on booster experiments conducted by WSM-TV Nashville [B•T, June 7]. Later it plans to explore the satellite operation of Sylvania Electric Products, at Emporium, Pa.

Problems to be taken up by the committee June 23 include:

Satellites—Demodulating and remodulating vs. beat down and translating; need for relaxation of rules on Grade A and B coverage; relaxation of rules on directional antennas and engineering standards; unattended or remote control of transmitters; co-channel interference; local expression; economic elements; number of satellites per main station; future break-off as independent station; ownership of main station.

Boosters—Need of X polarization; relaxation of coverage rules and engineering standards; unattended or remote control plus confusion between direct and boosted signal; responsibility of booster owner toward sets incapacitated by signal confusion; local views and economic factors; number of boosters per main station; location of re-transmitting antenna.

TALKING OVER a BAB "Radio Gets Results" award to Burnham & Morrill Co. (B&M Beans) are Ralph Woodfall, BBDO, Boston, account executive for B&M; Bill Cole, B&M sales manager; Ed Wood, general manager, CBS Housewives' Protective League; Frank Hatch, vice president, BBDO, Boston, and Jerry Feniger, account executive, CBS Radio Spot Sales, New York. Award resulted from B&M's successful use of the League on WCAU Philadelphia.

every TV station needs

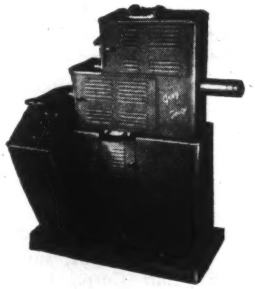
LOW COST COMMERCIALS

that local sponsors can afford

Here's how the GRAY Telop screens out high production costs

Install a Gray Telop as part of your basic TV broadcast equipment for commercials . . . "screen" out high production costs! Use with any television film camera, including the new Vidicon camera. Projects opaque cards, photographs, artwork, 3¼" x 4" transparent glass slides, strip material, **even** small objects . . . pens, watches, cigarette lighters, pipes, etc., or small models of large products.

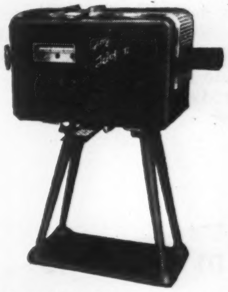
A Gray Telop . . . at low initial cost . . . projects these economical materials and small objects with all the professional versatility of major "network" effects . . . **without** using costly film strips or live talent. Sponsors' copy can be prepared quickly, easily, for a variety of effects that is virtually unlimited. Gray's Telop will help you to sell more revenue producing commercials . . . Increase Your Profits!



GRAY TELOP I

Seeing is Believing

- Gray Telop projection of commercials must be seen to be appreciated . . .
- You get dual projection, superposition, lap dissolve, fade-out . . . with a single lens system.
- You can project 'cinematic', exciting visual effects for greater audience interest . . .
- Your Gray Telop will pack punch and profit into every minute of your TV commercials . . . at a price that local sponsors can afford!



GRAY TELOP II

GRAY RESEARCH

AND DEVELOPMENT CO. Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

WRITE FOR:
Visual proof of the profit making potential of Gray Telops. Request "TV Anytown," the completely illustrated, detailed description of Gray Telops.

BAB Sales Clinic Cites 'Preparation'

LACK of sales preparation was cited last week by Kevin B. Sweeney, BAB president, as one of the paramount reasons why "not one radio station in three is getting the results it should from its sales staff."

Mr. Sweeney offered this evaluation at the first of 38 full-day area sales clinics to be conducted by BAB this summer. The session was held in Louisville for the management, sales management and sale promotion personnel of 19 BAB member stations in Kentucky, southern Indiana, southwest Ohio, southern Illinois, and West Virginia.

Mr. Sweeney and J. Norman Nelson, BAB director of national promotion, demonstrated to the broadcasters how to support their radio selling time with proper planning and follow-through. The clinic contained five major elements:

(1) Demonstrations of actual sales presentation techniques and materials for specific advertisers, using individual, specifically-prepared slide presentations; (2) the top 25 sales ideas of this year, presented via a specially-prepared transcription, pointing out how each of these sales were made; (3) a half-hour, tape-recorded case history report, detailing how a station in a medium-size market sold the dominant supermarket in its area; (4) transcribed half-hour program on the proper elements and step-by-step creation of good commercial copy, and (5) a sumary presentation of the more than 600 different sales tools and presentations prepared by BAB since last summer's sales clinics.

It is estimated that a two-man BAB team, composed of Mr. Sweeney and either Mr. Nelson or R. David Kimble, BAB director of local promotion, will travel some 40,000 miles in 34 states to conduct clinics this summer.

RETMA's Chicago Meet Marks 30th Anniversary

THIRTIETH anniversary of the founding of Radio-Electronics-Tv Mfrs. Assn. will be celebrated June 15-17 when the association holds its annual convention at the Palmer House, Chicago, according to James D. Secrest, executive vice president.

Three days of business meetings will include discussion of the uhf television problem along with section, division and committee sessions. These will culminate in an election of officers.

The annual RETMA Medal of Honor will be presented to Robert C. Sprague, chairman of the RETMA board and head of Sprague Electric Co. Glen McDaniel, president, will make the presentation at the June 17 dinner. Toastmaster Leslie F. Muter, Muter Co., will present certificate awards to members of the National Television System Committee, headed by Dr. W. R. G. Baker, General Electric Co. vice president. A feature of the dinner will be Elizabeth Evans, one of four 1954 Voice of Democracy winners.

RETMA's board will meet Thursday. All divisions will meet Wednesday morning.

Southern Californians Name McAndrews as Head

ROBERT J. McANDREWS, commercial manager, KBIG Avalon, has been elected president of the Southern California Broadcasters Assn. He succeeds J. Frank Burke Jr., president-general manager, KFVD Los Angeles.

Norman J. Ostby, vice president in charge of station relations, Don Lee Broadcasting System, Hollywood, and Thelma Kirchner, general manager of KGFJ there, were named SCBA vice president and secretary-treasurer, respectively. Newly elected to the board of directors were Ernest Spencer, president-general manager, KVOE Santa Ana; Amos Baron, general manager, KABC Hollywood, and Charles Hamilton, assistant to the president, KFI Los Angeles. Continuing on the board are Calvin J. Smith, president-general manager, KFAC Los Angeles; William J. Beaton, general manager, KWKW Pasadena, and Mr. Burke.

ANA Plans All-Media Panel For Chicago Meeting June 16

AN all-media panel, with spokesmen for radio, tv, newspapers, magazines, direct mail, outdoor, audio-video and point-of-purchase, will be the main feature of the midwestern regional meeting of the Assn. of National Advertisers, to be held Wednesday at the Hotel Knickerbocker, Chicago.

M. F. Teckels, manager of consumer relations, International Harvester Co., will be chairman of the all-day session. Speakers comprising the media panel will be asked to deal specifically with two questions: "What's New In Your Medium?" and "How Do You Expect Advertisers to React to It?"

Reinsch to Address Carolinians

LEONARD REINSCH, executive director of the Cox stations and radio adviser to former Presidents Roosevelt and Truman and the Democratic National Committee, will be one of the principal speakers at a meeting of the North and South Carolina Assns. of Broadcasters at Myrtle Beach, N. C., July 1-2 [B•T, June 7]. Mr. Reinsch will speak on "Political Advertising."

Slocum Predicts Tv to Pass Other Media

PREDICTION that television will outgrow all other "media giants" was voiced last week by Richard W. Slocum, executive vice president of the *Philadelphia Evening Bulletin* and president of the American Newspapers Publishers Assn.

Mr. Slocum, who addressed ANPA production men in Atlantic City early last week, warned that newspapers needed higher quality at reduced cost.

"Competition is tougher," he said. "Other media giants also are stirring. The most recent one, probably destined to outgrow all the rest of them, is going up fast—television, with color tv almost ready to break.

"And don't let anyone minimize tv. You will be whistling in the dark if you try to forget it, or hope it just fades off your worry list. It is here and will grow and grow."

Mr. Slocum, whose newspaper owns and operates WCAU-AM-FM-TV Philadelphia, urged mechanical men to work toward cutting costs and improving the quality of newspaper publishing. "To hold and increase our revenue," he said, "we must improve our quality and our service. We must meet the demands and opportunities of a color age . . . The day of easy money, easy increases, easy taking on of added costs, is gone."

Millar Elected to Head So. Calif. Agency Group

ROBERT MILLAR, president, Steller, Millar & Lester Inc., Los Angeles, has been elected president of the Southern California Advertising Agencies Assn. Named first and second vice president, respectively, were Walter Marto, owner, Walter Marto Adv. Agency, Pasadena, and Walter Tilds, partner in Tilds & Cantz Adv., Hollywood. Rod Mays, president, Mays & Co., Los Angeles, is secretary-treasurer. New board members include Kai Jorgensen, board chairman and executive vice president, Hixson & Jorgensen Inc.; Alfred A. Atherton, owner, Atherton Adv. Agency; Douglas Anderson, partner in Anderson-McConnell Adv.; Al Hollander, partner in Welsh, Hollander & Coleman, and Ted Neale Jr., owner, Neale Adv. Assoc., all Los Angeles.

Maine Broadcasters to Meet

TWO-DAY meeting of Maine Broadcasters Assn. will be held June 17-18 at Poland Spring House, Poland, with FCC Comr. George Sterling as a speaker. Mr. Sterling will take part in morning discussion and speak at the luncheon on the first day. NARTB is sending John F. Meagher, new radio vice president who takes office June 15, and Charles H. Tower, acting director of employe-employer relations. BMI will conduct a clinic June 18. Harold H. Meyer, WPOR Portland, is MBA president.

Indiana Meeting June 24

RADIO sales problems will head the agenda of the June 24 meeting of Indiana Broadcasters Assn., to be held at the Indianapolis Athletic Club. Both radio and tv sales problems will be discussed, with all types of stations covered. Basketball tournament coverage will be considered. A BAB award will be presented and a BMI clinic will be held June 25.

TRADE ASSNS. PEOPLE

Robert C. Coleson, Pacific Coast representative, Advertising Council Inc., Hollywood, elected president of Hollywood Ad Club; **Wes Cameron,** production dept., Ralph Edwards Enterprises, elected first vice president; **Frank Crane,** managing director, Southern California Broadcasters Assn., second vice president; **Irving Eckoff,** co-owner, Roche-Eckoff & Associates, vice president in charge of publicity, and **S. S. Spencer,** sales representative, *Western Family* magazine, Hollywood, board member.

Glenn E. Carter, Bank of America, elected president, Los Angeles Ad Club. Named first and second vice president, respectively, were **Nelson Carter,** Foote, Cone & Belding, and **Paul G. Beach,** Union Pacific R. R. **J. A. Crooks,** Certified Grocers of Calif., elected treasurer, and **Robert L. Hemmings,** Burroughs Inc., secretary.

Vincent J. Teague, supervisor of advertising, The Fluor Corp., L. A., elected president, Southern California Chapter, National Industrial Advertisers Assn.; with **James Gerrard,** advertising manager, Beckman Instruments Inc., south Pasadena, first vice president; **Gerald Holtz,** advertising sales promotion manager, Farr Co., El Segundo, Calif., second vice president; **Nelms Thomas,** advertising manager, Chicksan Co., third vice president; **Ed Laffler,** owner, Publishers Consultants Inc., L. A., secretary, and **Clarence Davenport,** account executive, The McCarty Co., L. A., treasurer. **Dan Ebberts,** head of own Huntington Park, Calif., advertising agency, **Clyde Graham,** head of own L. A. advertising agency, and **Joe Allen,** McGraw-Hill Publishing Co. West Coast representative, elected to board.

M'LADY WEARS *Denim*

The South's Prosperous Piedmont is a world center of the textile industry. It's the home of *Cone Mills Corporation,* world's largest producer of denim; *Blue Bell, Inc.,* giant converter of denim; *Burlington Mills Corporation,* world's largest weavers of man-made fibers; *Dan River Mills, Inc.,* and many others. Employees of these textile empires spend many hours daily viewing WFMY-TV.

Textiles team with agriculture and other expanding industries to furnish 2 billion dollars of spending money to eager buyers in WFMY-TV's North Carolina and Virginia viewing area.

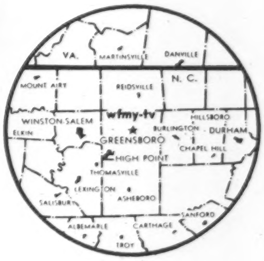
WFMY-TV covers the Prosperous Piedmont's 31 county gold mine where 1,700,000 people live, work and buy. To get your share of sales in this wealthy market, **call your H-R-P man today.**

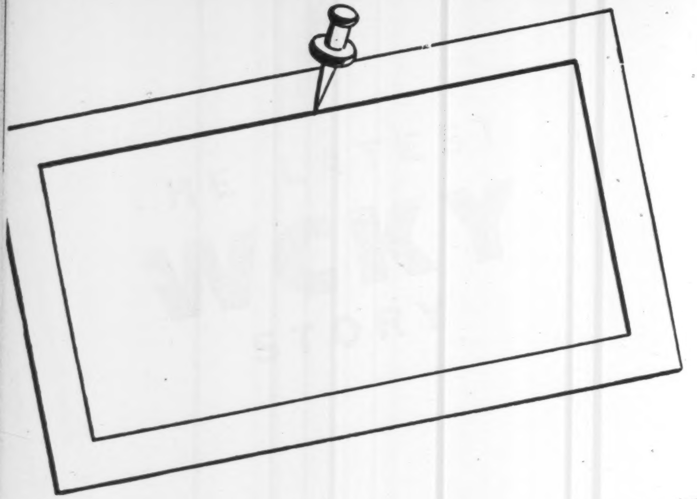
wfmy-tv
Channel 2

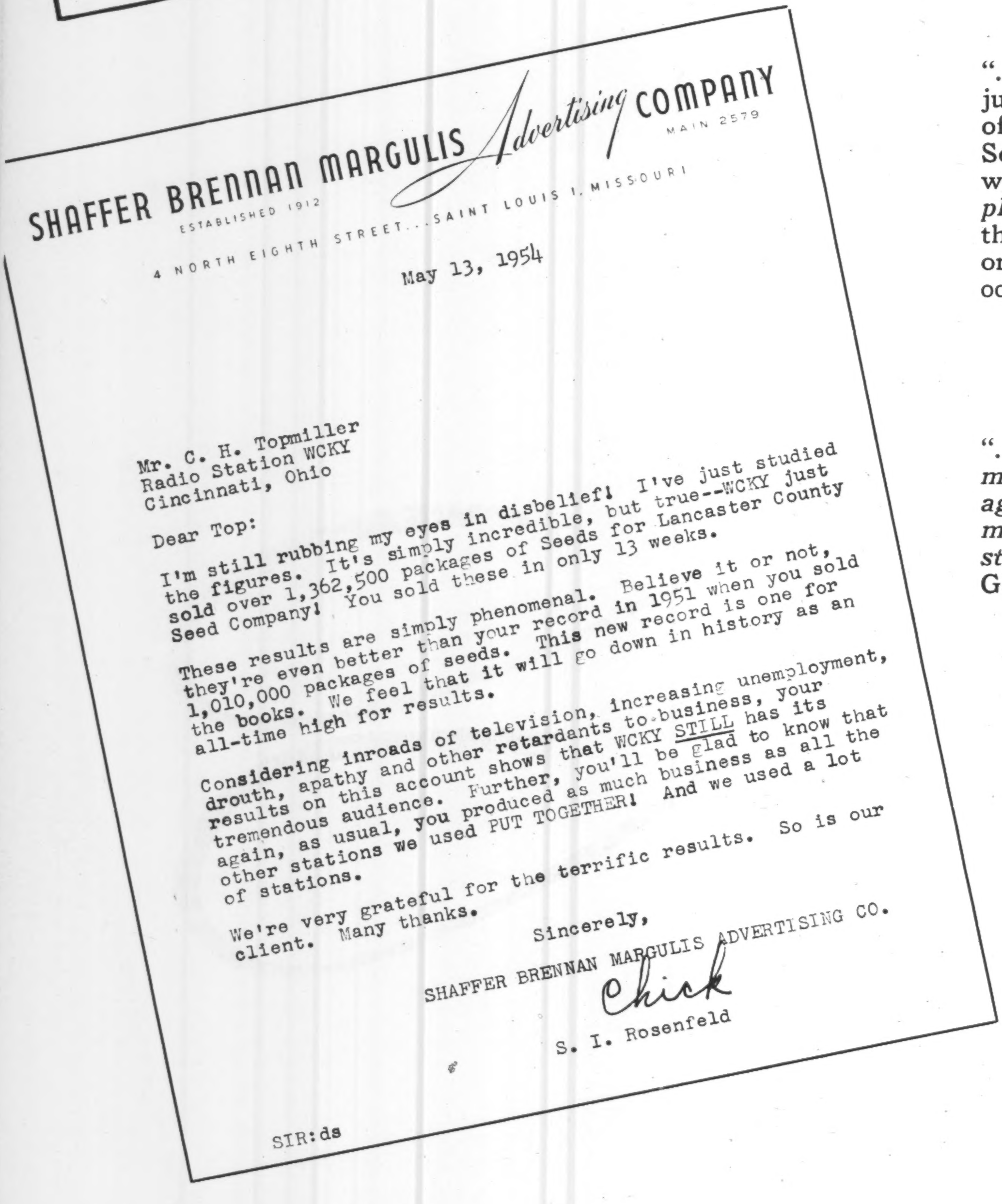
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

Basic Affiliate


VA.
MARTINSVILLE
DANVILLE
N. C.
MOUNT AIRY
REIDSVILLE
wfmy-tv
WINSTON-SALEM
ELKIN
HILLSBORO
BURLINGTON
DURHAM
GREENSBORO
CHAPEL HILL
HIGH POINT
THOMASVILLE
LEXINGTON
ASHEBORO
SALISBURY
SANFORD
ALBEMARLE
CARTHAGE
TROY





SHAFFER BRENNAN MARGULIS *Advertising* COMPANY
MAIN 2579
ESTABLISHED 1912
4 NORTH EIGHTH STREET . . . SAINT LOUIS 1, MISSOURI

May 13, 1954

Mr. C. H. Topmiller
Radio Station WCKY
Cincinnati, Ohio

Dear Top:

I'm still rubbing my eyes in disbelief! I've just studied **the figures.** It's simply incredible, but true--WCKY just **sold** over 1,362,500 packages of Seeds for Lancaster County **Seed Company!** You sold these in only 13 weeks.

These results are simply phenomenal. **Believe** it or not, **they're** even better than your record **in** 1951 when you sold **1,010,000 packages of seeds. This** new record is one for **the books.** We feel **that it will** go down in history as an **all-time high for results.**

Considering inroads of television, increasing unemployment, **drouth,** apathy and other **retardants** to business, your **results** on this account shows that WCKY STILL has its tremendous audience. Further, you'll be glad to know that again, as usual, you produced as much business as all the other stations we used PUT TOGETHER! And we used a lot of stations.

We're very grateful for the terrific results. So is our client. Many thanks.

Sincerely,

SHAFFER BRENNAN MARGULIS ADVERTISING CO.

Chick

S. I. Rosenfeld

SIR:ds

1950—

1951—

1953—

"*. . . incredible, but true*—WCKY just sold over 1,362,500 packages of seeds for Lancaster County Seed Company. . . . in only 13 weeks. *These results are simply phenomenal.* Believe it or not, they're even better than your record in 1951, when you sold 1,010,000 packages of seeds."

". . . WCKY STILL *has its tremendous audience.* Further . . . *again as usual,* you produced as *much business as all the other stations we used* PUT TOGETHER."

W C K Y . . . O N T H E A I R E V E R Y W H E R E • T W E N T Y

480,000

1,010,000

1,362,500

"...incredible–but true"!

No . . . not incredible to you if you are a WCKY Advertiser.

It's as simple as 1 + 1 = 2.

A good product, plus WCKY's tremendous coverage . . . and a loyal, responsive audience, is ALWAYS an unbeatable combination.

This same unbeatable combination is ready and waiting to do a real job for you. Get all the facts . . . then get your sales story on WCKY . . . and get "phenomenal results."

L. B. Wilson

CINCINNATI

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

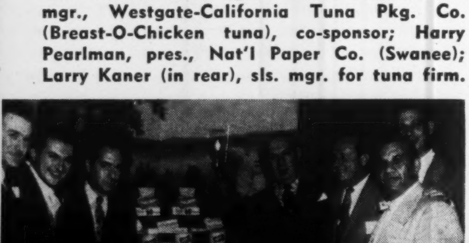
A. F. HAFFENREFFER
TV NEWSREEL

ENTERPRISE Brewing Co., Fall River, Mass., signs to sponsor *Mr. District Attorney* on WJAR-TV Providence. Signing is A. F. Haffenreffer Jr., Enterprise v. p.-asst. treas. Others (l to r): A. J. Kearns, A. J. Kearns adv. agency; Ed Boghosian, WJAR-TV acct. exec.; Harry Wheeler, Ziv-Tv.

WTVD (TV) Durham, N. C., signs its first sponsor, Home Building & Loan Assn. L to r: seated—Harmon Duncan, WTVD pres.; Walter Biggs, pres., and Gordon Ogburn, v. p., both HB&LA; standing—Mike Thompson, WTVD sls.-prom. mgr.; William D. Carmichael III, Harvey-Massengale adv. agency. Station, not yet on air, changes call to WTVD (TV) from WTIK-TV in June.

ALLSTATE Insurance Co. will sponsor *Bob Fouts' Baseball Scoreboard* on KPIX (TV) San Francisco. L to r: Don Chapin, asst. sls. mgr., John E. Meyer, regional sls. mgr., and agent Ken Kolte, all of Allstate; Bob Fouts; Jack Dickman, Allstate asst. sls. mgr.

WGN-TV Chicago luncheon honoring pianist Liberace drew (l to r) Jay Faraghan, WGN-TV prog. mgr.; Liberace; Aaron Settle, Smith & Settle, Chicago food broker for Swanee tissue, co-sponsor of Liberace on WGN-TV; Ted Weber, WGN-TV sls. mgr.; Harold Requa, adv. mgr., Westgate-California Tuna Pkg. Co. (Breast-O-Chicken tuna), co-sponsor; Harry Pearlman, pres., Nat'l Paper Co. (Swanee); Larry Kaner (in rear), sls. mgr. for tuna firm.



SENATE UHF HEARING RESUMES TUESDAY WITH FULL SCHEDULE

Vhf telecasters prepare to tell their side of the story as Sen. Johnson discloses excise tax relief for uhf sets is still to be considered by the Senate Finance Committee. NARTB's Harold E. Fellows will speak for all television, not vhf or uhf.

GENERAL plan for the Senate uhf inquiry which resumes tomorrow (Tuesday) afternoon is for additional uhf and then NARTB, vhf and network representatives to testify, roughly in that order.

Announcement by Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee, that the hearing will get underway as planned, highlighted a week of:

- Final preparation of the vhf testimony which will be developed by four to five vhf telecasters and attorney W. Theodore Pierson, Washington counsel for the vhf segment of the tv industry.
- Action by Sen. Edwin C. Johnson (D-Colo.) who revealed he has a commitment from the Senate Finance Committee, of which he is a member, to consider his proposal for uhf receiver excise tax relief on its merits. The Johnson amendment, he disclosed, will be taken up when a measure on estate taxes (HR 6440) comes before the committee. The Senator is banking on wide industry support and the policy statement of the Potter group favoring such relief (elimination of the 10% excise levy at the manufacturing level).
- NARTB affirmation that it will not sympathize with either "uhf or vhf." Harold E. Fellows, who will testify this week, said he will represent "television."

The hearing opens tomorrow at 1:30 p.m. in G-16, the regular Senate Commerce Committee room in the Senate wing. Sessions each day thereafter will begin at 9:30 a.m.

It was disclosed last week that Rep. John E. Moss Jr. (D-Calif.) of Sacramento has asked to testify before the subcommittee.

Only Fellows for NARTB

Also revealed was the NARTB decision that A. Prose Walker, manager of NARTB Engineering Dept., would not testify. President Harold E. Fellows of the trade association will be the sole NARTB spokesman.

Network people are expected to be the last to appear on the stand. Sessions probably will go through the week.

The unofficial witness list as of last Thursday:

Raymond F. Kohn, WFMZ-TV Allentown, Pa.; Melvin Goldberg, consultant, UHF Industry Coordinating Committee; Noran E. Kirsta, WFTL-TV Ft. Lauderdale, Fla.; Farris Rahall, WFEA Manchester, N. H.; Thomas Chisman, WVEC-TV Norfolk (Hampton); Hulbert Taft Jr., WKRC-TV Cincinnati; Gordon Brown, WSAY Rochester.

Also, Franklin C. Salisbury, attorney, Salisbury & Wall; Raymond Wilmotte, consulting engineer; Leon Green, KNUZ-TV Houston; Philip Merryman, WICC-TV Bridgeport, Conn.; J. Howard McGrath, attorney (representing Edward Lamb); John Esau, KTVQ (TV) Oklahoma City.

Also, Mr. Fellows; Irvin M. Kipnes, Beachview Broadcasting Corp. (vhf applicant in Norfolk); George Storer, Storer Broadcasting Co.; Mr. Pierson and the vhf group; A. Earl Cullum, consulting engineer; Rep. Moss; Paul Bartlett, Fresno, Calif.; Harry Tannenbaum, WTVI (TV) St. Louis.

Also, Ernest L. Jahncke Jr., ABC-TV; Jack Van Volkenburg, CBS-TV; Joseph V. Heffernan, NBC-TV.

Addressing the Wisconsin Broadcasters Assn. Tuesday (see story, page 50), NARTB President Harold E. Fellows said he would testify "in behalf of television. Uhf and vhf are both television. The testimony I will offer will, to the best of my ability, be impartial—an historical review of the developments of television in this country."

He added, "It is not my purpose in going before the Senate subcommittee to represent any other than the entire industry—the welfare of the industry, the hope of that industry, the future of that industry, and the reputations and integrity of those who represent that industry."

'10-CITY PLAN' OFFERED TO STOP INTERMIXTURE

WCAN-TV's Lou Poller, president of Uhf Tv Assn., makes the suggestion in a letter to the Senate Communications Subcommittee studying uhf.

PROPOSAL that 10 major markets, now operating with intermixed vhf and uhf stations, be switched over at once to vhf or uhf-only was made last week to the Senate Commerce subcommittee investigating the plight of uhf television.

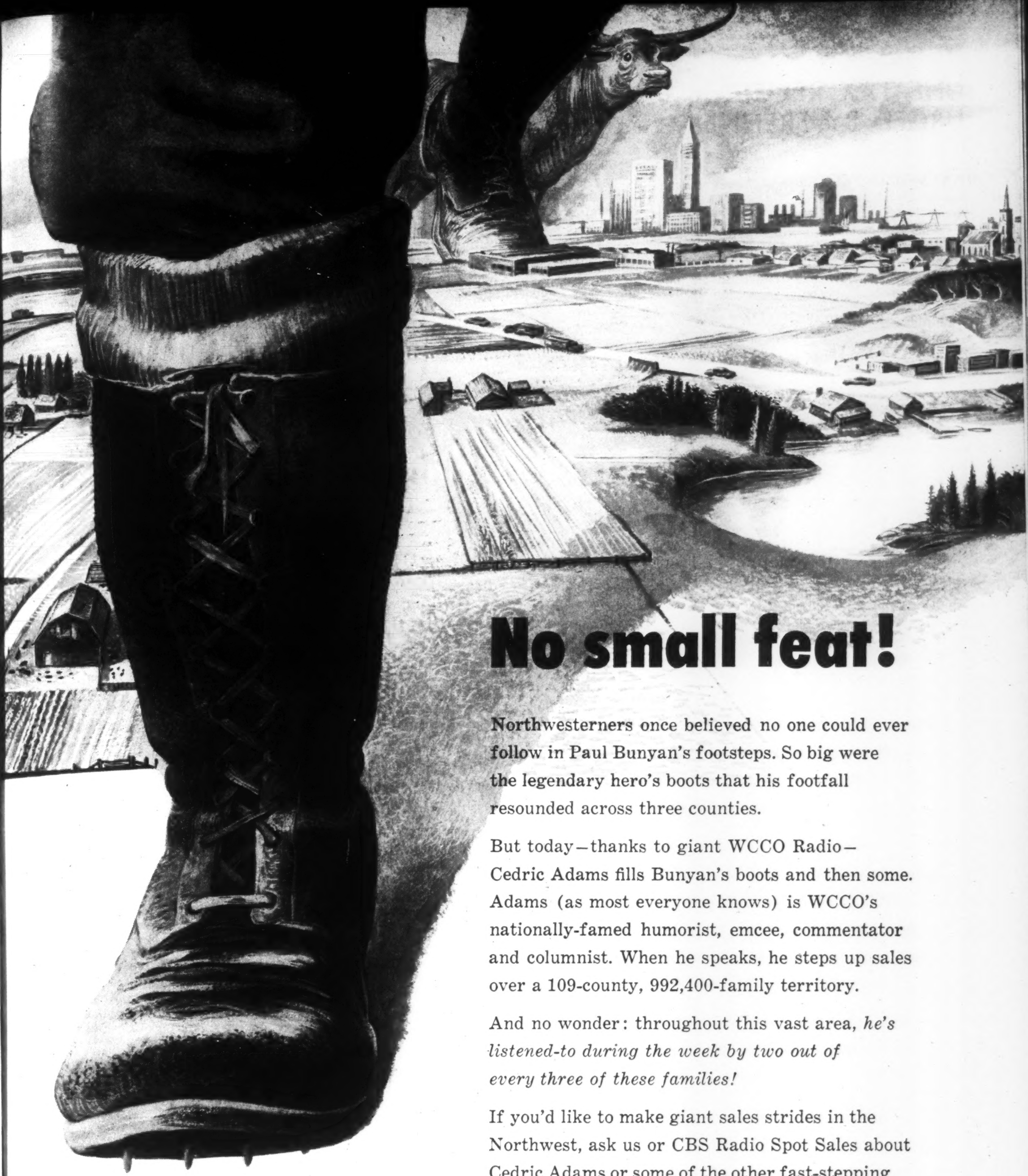
Suggestion was made by Lou Poller, ch. 25 WCAN-TV Milwaukee, who is also president of the Uhf Tv Assn. Mr. Poller has been one of the leading proponents urging Congressional action to eliminate intermixture.

Mr. Poller suggested that among the ten cities, which, he said, account for almost 50% of the three million receivers in the United States, those which have a predominance of vhf stations be made entirely vhf, and those with a predominance of uhf stations be made solely uhf. These are the cities and the estimated set count, as listed by Mr. Poller:

City	Vhf stations	Uhf stations	Total sets	Uhf sets
San Francisco	3	1	840,000	70,000
Miami	1	2	240,000	120,000
Louisville	2	1	370,000	82,000
Portland, Me.	1	2	90,000	70,000
Boston	2	1	1,400,000	105,000
St. Louis	1	3	620,000	215,000
Oklahoma City	2	2	260,000	83,000
Dayton	2	1	637,000	32,000
Pittsburgh	1	2	943,000	250,000
Milwaukee	1	2	668,000	218,000
		Total	6,068,000	1,345,000

"There may be some 'secondary' markets that I have not yet covered which can be included," Mr. Poller wrote in his letter to Committee communications specialist Nicholas Zapple, "but—if these markets are changed to all V or all U, whichever is predominant, you will be eliminating almost 50% of the problems of the country in one stroke without serious dislocation. More important, it sets up the 'laboratory' for the total elimination of intermixture and reallocation."

In such markets as Portland, Ore., where the intermixture problem is not acute, Mr. Poller recommended that where additional stations are granted in such markets then the cities should be designated either all vhf or all uhf. "There should be no further licensing of any stations, whether black and white or color that create intermixture," Mr. Poller said.



No small feat!

Northwesterners once believed no one could ever follow in Paul Bunyan's footsteps. So big were the legendary hero's boots that his footfall resounded across three counties.

But today—thanks to giant WCCO Radio—Cedric Adams fills Bunyan's boots and then some. Adams (as most everyone knows) is WCCO's nationally-famed humorist, emcee, commentator and columnist. When he speaks, he steps up sales over a 109-county, 992,400-family territory.

And no wonder: throughout this vast area, *he's listened-to during the week by two out of every three of these families!*

If you'd like to make giant sales strides in the Northwest, ask us or CBS Radio Spot Sales about Cedric Adams or some of the other fast-stepping personalities on WCCO Radio.

THE NORTHWEST'S 50,000-WATT GIANT · MINNEAPOLIS-ST. PAUL WCCO RADIO

Represented by CBS Radio Spot Sales

UHF TAX RELIEF URGED BY BRENNER

UHF telecaster can be helped with tax relief, West Coast attorney Joseph Brenner, former FCC legal aide, submitted last week to the Senate Commerce subcommittee looking into the problems of uhf.

In his statement, filed with the Committee, Mr. Brenner recommended that uhf broadcasters be permitted to offset expenditures made in promoting and developing a uhf audience in the early years of operation against later earnings after such circulation has been established.

As an alternative, he suggested that uhf broadcasters be permitted to treat such expenditures as current operating expenses.

Mr. Brenner also recommended that uhf broadcasters be permitted the same rate of depreciation on their equipment as permitted to vhf telecasters up to this year. This is a four-year "straight-line" depreciation factor, now being proposed by the Bureau of Internal Revenue.

The Los Angeles attorney also suggested that manufacturers be required to label vhf-only receivers as not capable of receiving all of the channels which may be operating, or which have been allocated, to a community. A more drastic approach "but correspondingly more effective one," Mr. Brenner said, would be to prohibit in interstate commerce the shipment of vhf-only receivers.

Mr. Brenner referred to his previous suggestions to the FCC [B•T, May 3], which proposed the establishment of subscription television for uhf stations only, and provision for sterophonic or multi-channel sound for uhf stations only. He also recommended that uhf stations be permitted to program music with fixed visual images, such as test patterns, slides and still photographs, as vhf stations were permitted to do prior to mid-1951.

In his final proposal to the FCC, Mr. Brenner recommended that the rules be changed to require that networks have one third of their affiliates on the uhf band, at the end of one year; and one half at the end of two years.

FTC Implements New Compliance Program

STEPS are being taken by the Federal Trade Commission to put into effect its "integrated compliance program" and other improvements in its compliance procedures, it was announced last week by Chairman Edward F. Howrey.

The program calls for a systematic and selective review of 4,000 cease and desist orders, 8,000 stipulation-agreements to cease and desist, and 2,000 trade practice rules, he explained.

Chairman Howrey announced that FTC has approved the recommendations of a special committee he appointed last September to study the agency's procedures for obtaining compliance with the laws it administers.

As the initial step in the integrated compliance program, Mr. Howrey said the Commission has directed FTC Executive Director Alex. Akerman Jr. and General Counsel Earl Kintner to start a systematic survey of all outstanding orders, stipulations and trade practice rules.

Other steps to be taken include: (1) Closer coordination between the general investigation staff and the staffs primarily responsible for compliance. (2) More frequent use of procedures for requiring the filing of special follow-up reports "showing the manner and form of compliance with cease and desist orders." (3) Use of a more informative letter of notification to respondents under orders and parties to stipulations concerning the action taken in receiving and filing their reports of complaince. (4) A more effective program for enlisting the cooperation of industry members to effect industry-wide observance of trade practice rules, including more extensive utilization of industry trade practice committees.

In announcing the plan for systematic surveying and screening of stipulations, Mr. Howrey said:

> "In the past, checks on compliance with stipulations have been limited almost entirely to matters brought to the attention of the Commission by outside sources or detected in the regular survey of radio and periodical advertising. There have been no systematic checks on compliance after the required report of compliance is received and filed by the Commission. This has resulted in a backlog of some 8,000 stipulations in which the Commission is without any reasonably current information as to whether the parties thereto are complying with their agreements."

TREASURY LAUDS RADIO-TV AID

Department officials, backed by message from President Eisenhower, pay tribute to the role of radio-tv and all advertising in the promotion of sales of U. S. Savings Bonds.

OFFICIAL praise for the role of radio, tv and other advertising media in stimulating public sale of U. S. Savings Bonds was given Tuesday by President Eisenhower, Secretary of the Treasury George M. Humphrey and other high government officials.

Volunteer work of the advertising industry was reviewed at a Washington meeting of Treasury officials and 50 executives of advertising agencies and media who represented the Advertising Council. Distinguished Service Award for his six years of service as Advertising Council volunteer coordinator for Savings Bond advertising was presented to Thomas H. Young, advertising director of U. S. Rubber Co. Robert R. Mathews, vice president of American Express Co., becomes the new coordinator.

President Eisenhower's tribute to advertisers, agencies and media was conveyed by Sherman Adams, Assistant to the President. Niles A. Lennartson, Assistant to the Secretary, presented Secretary Humphrey's appreciation. Speakers included W. Randolph Burgess, Deputy to Secretary Humphrey; Dr. Neil H. Jacoby, of the Council of Economic Advisers, and Earl O. Shreve, national director of the Treasury's Savings Bond Division.

Sales of E and H bonds have broken long-time records each month this year, Mr. Shreve reported. Redemptions, too, are declining and the result is a further increase in net sales.

The Tuesday meeting included a general discussion of the role all media play in bond sales. Radio promotion includes the weekly *Guest Star* quarter-hour disc on 2,800 stations plus an average of a spot a day on each station. Nearly 100% use of film announcements on tv stations was reported, with each station carrying an average of five announcements a week. In addition the radio-tv promotion includes wide use of *Treasury Bandstand* programs, with AFM musicians and the networks contributing services and facilities, plus spots on co-op network shows. On top of these contributions are the regular Advertising Council allocations on commercial programs.

TREASURY DEPT. distinguished service award is presented to Thomas H. Young (r), director of advertising, U. S. Rubber Co., by Secretary of the Treasury George M. Humphrey. Mr. Young retired Monday as Advertising Council volunteer coordinator for Savings Bond advertising.

Mr. Shreve told B•T that radio and tv give outstanding help in spurring bond sales. He said:

"I want to thank the broadcasters of America for the leading role they are playing in our sales success. Radio and television have contributed to our program in a major way by effectively and consistently delivering savings bonds messages to virtually every family in the land.

"Your broadcasts have induced millions of citizens to save for personal security and our country's economic welfare through systematic investment in Savings Bonds. May I express to every broadcaster the Treasury Dept.'s sincere thanks for a magnificent job in the public interest."

Radio-tv representatives at Tuesday's council meeting included Ralph W. Hardy, NARTB; Earl H. Gammons, CBS; Everett Holles, MBS; Leslie G. Arries Jr., DuMont Tv Network; George Wheeler, NBC.

The council was represented by President Theodore S. Repplier, Hector Perrier and James Lambie Jr. Other Treasury Dept. and Savings Bond Division representatives included Arthur B. Hill, special assistant to Mr. Shreve, and Edmund J. Lineham, newly appointed as assistant national director for advertising and promotion.

Senate Unit to Study Anti-Alcohol Ad Bill

A SENATE GROUP once again will hear testimony on prohibitionist-sponsored legislation to bar alcoholic beverage advertising in all media, including radio and television.

The hearing, the seventh Congressional airing in past year, will be held one week from today (Monday) before the Senate Business & Consumer Interests Subcommittee. The bill (Langer measure) is a companion to the Bryson proposal which was heard a few weeks ago by the House Interstate & Foreign Commerce Committee [B•T, May 31, 24]. It is expected the same people in general will testify in the Senate on the Langer bill (S 3294) as appeared in the House for the Bryson plan

Introducing *a revolutionary and much-needed* **new** *service...*

STANDARD

SHORTY-TUNES

Monthly releases of 20 current and standard pop tunes, each tune averaging only . . .

1½ Minutes in length

2 Outstanding Talent Groups Featured on First Releases

LAWRENCE WELK *and his famous Champagne Music Orchestra. Currently breaking all records on the Coast. Completing his third year at Aragon Ballroom, Ocean Drive, Calif. His Dodge Motors sponsored TV show has 32.2 rating—the top show of the Coast.*

JANICE LUCE TRIO, *one of the country's top instrumental combos, currently appearing at Beverly-Wilshire Hotel, Los Angeles.*

Abbreviated, yet complete . . . **Tailored** to fit smoothly into time-tight program schedules . . . **Eliminates** breaking into middle of tune as often happens with ordinary 2½ or 3 minute recordings . . . Lets you **squeeze in** that precious **extra minute** or more you need for an **extra commercial** without double or triple spotting!

20 New SHORTY-TUNES Each Month—Service provides 10 current pops and 10 standard pops on two 12″ 33⅓ r.p.m. vinylite discs. Featuring top recording bands and combos.

EXTREMELY LOW PRICE—You'll be amazed at how little this service costs. What's more, a whopping discount to present Standard Library owners. You buy SHORTY-TUNES outright—no lengthy lease.

Shorty-Tunes are your short-cut to better, more flexible, more profitable programming. Find out how they can save money and make money for your station. Phone, wire or write for full details and **FREE AUDITION PLATTER.**

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Probers Told Tv Doesn't Accelerate Delinquency

TWO WITNESSES told the Senate Judiciary subcommittee on juvenile delinquency meeting June 5 in New York that violence tends to be more prevalent on tv programs in "children's hours" than at other times. But they agreed with testimony of Ralph W. Hardy, vice president of NARTB, that "expert and informed opinion now tends to be extremely cautious and reserved in assigning any clearly definable relationship between television fare and influences tending to accelerate the incidence of juvenile delinquency."

The first witness to cite the tendency toward more violence on children's programs was Richard Clendenen, staff director of the subcommittee, who used figures provided in a study made by the National Assn. of Educational Broadcasters of programs on seven New York stations Jan. 4-10, 1953. A monitoring survey of programming by NAEB showed, Mr. Clendenen said, that there were 15.2 instances of violence an hour, while for the adult programs, during the sample period, the comparable average was 6.2 instances of violence.

A similar finding was reported by the Rev. Everett C. Parker, director of the Communications Research Project of the Broadcasting & Film Commission of the National Council of the Churches of Christ in the U. S. A. In a survey conducted in New Haven under the supervision of the Yale Divinity School for the past two years, Mr. Parker said, it was found that children's drama "is twice as violent as adult crime drama and that most of this violence occurred in a non-humorous context."

Another witness appearing before the subcommittee was Mrs. Milton Whitman, who reported on a monitoring survey she conducted in Chevy Chase, Md., for the American Assn. of University Women. She stated that children watching tv are subjected to "a steady diet of crime and violence," and that throughout programs, there was "flaunting of the proper law enforcement agencies."

Sen. Robert C. Hendrickson (R-N. J.), chairman, said his subcommittee had received "thousands and thousands of letters" from parents expressing concern about the influence of television on youngsters. The subcommittee also is conducting a parallel investigation into the possible relationship between crime-sex "comic" books and juvenile delinquency.

"The broadcasting industry has been concerned with the juvenile delinquency issue almost from its beginning," Mr. Hardy told the subcommittee. In radio's beginning there were thoughts that "abnormal behavior patterns" might result from some of the programs and from "the frequent presentation of the news of the day in the instantaneous and living style of radio," he said.

"American free-enterprise radio is now over a quarter of a century old and it is significant to note that there is no substantial evidence in experience that in any way confirms the prognostications of those earlier prophets of doom," he declared.

Coincidental Patterns

"But having said that, let me make it clear that experience over the years has yielded many valuable lessons and guide posts for broadcasters. We have recognized that there are coincidental patterns of cause and effect ascertainable in youthful emotional disturbances which accompany excessive portrayal of human violence and malpractices in their many aspects. This has led to the establishment of standards of practice and production guides voluntarily agreed upon and self enforced. Significantly, it has also produced a very helpful relationship between the broadcasters of the various communities and parent groups. Law enforcement and educational authorities are most vitally concerned with juvenile delinquency."

Mr. Hardy said the Television Code is a "self-policing" voluntary action taken by broadcasters who "recognize that service to the people of this country is the industry's greatest responsibility as well as its greatest opportunity." He continued:

". . . I wish to state that the broadcasting industry is aware of, and deeply concerned with the problem of juvenile delinquency. As broadcasters, we have a very vital interest in all efforts of an educational and preventative, as well as enforcement, character. We do not take lightly our public responsibilities as managers of great media of communication, and will continue to welcome the cooperation of all interested parties who seek for a solution to this major social problem. We have embarked on a substantial and far-reaching project to do something constructive about these issues on a community as well as national basis.

"We are striving to preserve television's influence in America as an influence for good. What we have already learned about its tremendous powers of exposition, of education, of specific and general motivation, makes us avid students of the age in which we live, and students as well of the great communications tool which the creative genius of man has placed at our disposal."

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience — Morning, Afternoon and Evening—*than all other stations combined,* in Fargo-Moorhead!

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

IN THE GREATER SAN FRANCISCO MARKET

...you cover more on CHANNEL 4

KRON TV
CLOVERDALE
SANTA ROSA
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OAKLAND
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SAN MATEO
STOCKTON
TRACY
PALO ALTO
SAN JOSE
SANTA CLARA VALLEY
MODESTO
SANTA CRUZ
SALINAS VALLEY
WATSONVILLE
GILROY
HOLLISTER
SALINAS
MONTEREY

KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4½ billion dollars annually on retail purchases
- The sixth largest in set ownership

...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

KRON TV 4
SAN FRANCISCO

big frog big pond

A combination you can't beat... the booming voice of an established VHF station with maximum power, 1049 foot tower and CBS, ABC and Dumont programs in a pond that not only includes America's 25th metropolitan market but the entire eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Buy the granddaddy of them all — then watch your sales curve climb.

Buy Only **WTAR-TV** to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

Florida 40 & 8 Unit Would Ban Subversives

FCC was asked last week to exclude automatically from license privilege any person who now is or was associated with an organization cited by the Attorney General as subversive. The request was made in a resolution adopted June 2 by La Societe des 40 Hommes at 8 Chevaux, Voiture No. 202 of the American Legion at Orlando, Fla.

Signed by Chef de Gare Carl D. Buchanan, the resolution was circulated to FCC Chairman Rosel Hyde, Sen. Joseph McCarthy (R-Wis.), other Congressmen and press sources, including B•T.

Although the resolution included no specific name, it was accompanied by the list to which it was circulated plus a photostat of page 2664 of the March 2, 1950, *Congressional Record*. The page reported comments by Rep. Clarence J. Brown (R-Ohio) on the then current Jefferson-Jackson Day dinner and its guests.

Rep. Brown introduced a "statement" by then Rep. Leonard W. Hall (R-N. Y.) (now Republican national chairman) "about one guest at the dinner, Edward Lamb." At the bottom of the photostat was typed: "Mr. Edward Lamb is petitioning the FCC for a tv station in Orlando." Portions of Rep. Hall's statement concerning Mr. Lamb's background were outlined in red pencil.

Mr. Lamb, owner of WHOO-AM-FM Orlando, is contestant for ch. 9 there. His application for license renewal of WICU (TV) Erie, Pa., has been designated for hearing by FCC July 28 to investigate charges of misrepresentation of former Communist associations [B•T, June 7]. Mr. Lamb continues to deny any such former ties and has taken FCC to court.

Rep. Hall's statement, according to the *Record*, contended "Mr. Lamb's affinity for Red causes has been the subject of debate on the floor of the House of Representatives on at least five occasions" and gave citations.

FCC Proposes to Regroup Remote Pickup Frequencies

PROPOSED rule making to amend Sec. 4.402 of its rules with respect to frequency assignments to remote pickup broadcast stations was announced by FCC last week.

In addition to incorporating certain changes in Part 4, including the Commission's action of May 14 in making frequencies in the band 455-456 mc (instead of 451-452 mc) available for remote pickup stations, the FCC proposes to regroup the remaining frequencies below 25 mc into a single group of three frequencies available to all broadcast stations on a shared basis, and to channel the frequencies in the 25.85-26.10 mc band.

Combining the frequencies below 25 mc, the Commission said, would provide flexibility in selecting a remote pickup operation based on considerations of adjacent frequency operation and the proximity of those frequencies to the am band. The proposed channeling of the frequency band 25.85-26.10 mc would provide one 40 kc channel in addition to the present 20 kc channels in certain groups. In addition, a third 20 kc channel is proposed to be added to other groups which are used for the transmission of voice communications, the Commission noted. Comments on the proposal may be filed on or before July 12.

Just what *does* it cost to travel coast-to-coast?*

BY AMERICAN AIRLINES AIRCOACH

½ Day

$\$109^{90}$

FARE (including tax)	$\$108^{90}$
ONE MEAL	$\$1^{00}$
TOTAL	$\$109^{90}$

BY RAILCOACH

2½ Days

$\$112^{36}$

FARE (including tax)	$\$88^{76}$
SEAT	$\$1^{10}$
MEALS	$\$15^{00}$
TIPS, etc.	$\$7^{50}$
TOTAL	$\$112^{36}$

BY CAR

7 Days

$\$135^{35}$

GAS, OIL	$\$71^{85}$
6 NIGHTS LODGING	$\$30^{00}$
18 MEALS	$\$23^{50}$
TOLLS, etc.	$\$10^{00}$
TOTAL	$\$135^{35}$

* BETWEEN NEW YORK AND LOS ANGELES

Despite the fact that it is an economy service, some people have the notion Aircoach is still more expensive than other forms of transportation. Quite to the contrary, it is more economical than most, as shown in the above figures. Keep in mind, too, American's Aircoach is the finest way to travel as well! American offers the extra speed and comfort of 300 mph pressurized DC-6's—flown and serviced by regular American Airlines personnel. Days faster, dollars cheaper than railcoach or automobile, American's Aircoach is the biggest travel bargain in history!

America's Leading Airline **AMERICAN AIRLINES** INC.

CULLUM ANALYZES SKYWAVE ISSUES

In a report to clients, A. Earl Cullum Jr., consulting engineer, offers alternate solutions.

ANALYSIS of FCC's proposed decision in the daytime skywave case and alternate solutions to those offered by the Commission are set forth by A. Earl Cullum Jr., consulting engineer, in a report submitted to his firm's clients last week.

Mr. Cullum contends that while the FCC proposal [B•T, March 15] is designed to increase protection to Class I clear channel outlets, it actually will result in greater daytime skywave interference at sunrise and sunset hours to both Class I and Class II outlets.

Oral argument on merits of its proposal has been scheduled by FCC for July 15; briefs are due July 8, appearances July 1. Comments on notice of further proposed rule-making to implement the plan are due Aug. 2 with replies Aug. 17 [B•T, June 7].

Mr. Cullum recalls that in the daytime skywave case (Docket 8333), heard by the Commission in 1947, uncontested basic engineering data and curves for determining skywave interference were presented by FCC witnesses.

"We know of no engineering objection to the curves at this time," Mr. Cullum says, and the Commission "is bound to accept and adopt these curves to determine daytime skywave interference until additional or better information becomes available".

Summarizing the general effects of the proposal on domestic stations if it is adopted, Mr. Cullum outlines the following:

1. Class I-A Station—These stations would not be affected in their hours of operation or in power. They could be subjected, however, to serious additional daytime skywave interference by increases in power of existing class II stations or by the assignment of additional Class II stations on the channel.

2. Class I-B Stations—These stations would not be affected in their hours of operation or in power. Certain of these stations would be required to reduce the radiation toward other Class I-B stations during transition periods from SR to SR + 2 [sunrise plus two hours] and from SS — 2 [sunset minus two hours] to SS. They could be subjected to serious additional daytime skywave interference by increases in power of existing Class II stations or by the assignment of additional Class II stations on the channel.

3. Class II Stations—The three types of Class II stations would be affected as follows:

a. The Unlimited-Time stations would not be affected in their hours of operation or in power. Certain of these stations would be required to reduce the radiation toward Class I-B stations during transition periods from SR to SR + 2 and from SS — 2 to SS. They could be subjected to serious additional daytime skywave interference by increases in power of existing Class II stations or by the assignment of additional Class II stations on the channel.

b. The Limited-Time stations would be limited in their hours of operation to the period from local sunrise to local sunset. These stations would not be affected in their power, but they would be required, in certain cases, to reduce the radiation toward Class I-B stations during transition periods from SR to SR + 2 and from SS — 2 to SS. They could be subjected to serious additional daytime skywave interference by increases in power of existing Class II stations or by the assignment of additional Class II stations on the channel.

c. The Daytime stations would not be affected in their hours of operation or in power. Certain of these stations would be required to reduce the radiation toward Class I-B stations during transition periods from SR to SR + 2 and from SS — 2 to SS. They could be subjected to serious additional daytime skywave interference by increases in power of existing Class II stations or by the assignment of additional Class II stations on the channel.

4. General—Class I-B, II and III stations would be required to sign on and off, or change mode of operation, at sunrise and sunset with utter disregard of the actual interference conditions at those times.

While Class I stations under the present rules are protected to their 0.1 mv/m contour during the day he says, the new proposal would allow daytime skywave interference to go as high as 6.5 mv/m at 640 kc and ranging to 2.0 mv/m at 1580 kc.

In contrast, Mr. Cullum notes the FCC report set forth as an extreme case that of interference by KFUO Clayton, Mo., a limited time station, to the groundwave service of KOA Denver. The interference ranged up to only the 2.8 mv/m KOA contour, he explains, but FCC estimated this as about 80% of the area within the normally protected KOA contour.

"If the Commission feels now as it did when the report and order was released," he says, "the Commission must not be aware of the much higher limitations condoned by the report and order." For KOA, this would be as much as 5.5 mv/m, he asserts.

"Further investigations on our part have determined that the Commission has made no comprehensive studies to determine the areas and populations that would be lost or gained by a single radio station as a result of daytime skywave interference," the Cullum report says. FCC presented examples of serious interference and then "proceeded to condone as high or higher limitations during the daytime hours for all stations."

The Cullum report contends FCC's proposal would allow daytime skywave interference to Class II stations to go as high as 14.6 mv/m for an outlet 500 miles from the 50-kw station, or 3.8 mv/m at 1,000 miles.

"The Commission proposes to dispose of this problem by ignoring it in effect," the Cullum report says, noting FCC stated there is no evidence as to the seriousness of such interference. "If the Commission feels that the record is defective in this regard with respect

The Night the Stars Came Out

If the stars came out only one night a year, what an audience they would draw. And if WIBW broadcast only one day out of 365, what a rush there would be for availabilities.

Fortunately for advertisers, WIBW is on the air every day from dawn to midnight. To the farm and small town folks who make up our audience, we're as dependable as the North Star . . . dependable in our services in *their* best interests.

That's why WIBW consistently* continues to be the station that Kansas farm folks listen to most—the station where RESULTS make it the first choice of sales-minded advertisers.

*Kansas Radio Audience 1937 to 1953

WIBW - CBS Radio, Topeka, Kansas

Ben Ludy, Gen. Mgr. WIBW - WIBW-TV and KCKN

Rep: Capper Publications, Inc.

What can you do with $260?

It all depends. Friend of ours would probably lose it fast, playing five-card stud. A small boy might invest in ten thousand lollipops. You or we might pick up the check for a lot of highballs!

ON WOAY, $260 will buy 52 one-minute spots!

WOAY, Oak Hill, is West Virginia's second most powerful station!

WOAY is 10,000 watts — covers 21 counties!

WOAY delivers a total Nielsen audience of 102,200 radio homes!

WOAY delivers an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details, including availabilities.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

**=% of Radio Homes in Area*

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager

10,000 Watts AM—20,000 Watts FM

to Class II stations, we feel that public interest requires that the Commission reopen the record and get full information before attempting to decide the matter on incomplete information supplied by the Commission staff," it continues.

Mr. Cullum observed the interference to Class III stations "is not likely to be so severe" while Class IV stations are not protected from skywave interference during nighttime hours and the daytime skywave interference to them never exceeds that at night.

Mr. Cullum explains that "during the hours before sunrise and after sunset when the interfering stations are either off the air or operating with their nighttime directional antenna patterns, stations are protected from interference."

He notes FCC's proposal "would allow excessive daytime skywave interference to occur at sunrise and at sunset. This situation is most unsatisfactory in that a station which is enjoying wide-spread coverage during the daytime hours has its extensive area limited in the late afternoon hours to a rather small area. Then, at sundown, the station suddenly receives additional protection and its coverage area is extended once more. A similar condition in reverse exists in the early morning hours."

Mr. Cullum states "a more practical arrangement would be one which would allow the daytime skywave interference to build up from the normally protected daytime contour to the normally protected nighttime contour of the station, at which time, the interfering station would either sign off, reduce power, or change its mode of operation to its nighttime pattern in order to provide reasonable protection to other stations."

"Under this arrangement," the Cullum report explains, "two Class I-B stations, designed to protect one another, would change simultaneously from their daytime mode of operation to their nighttime mode of operation. The change would occur at a time such that the daytime skywave interference would not exceed 0.5 mv/m. The change-over time would be related to sunset at the midpoint which could be obtained from suitable curves or tables."

The same principle could be applied to Class II stations which are normally protected to the 0.5 mv/m contour during the day and 2.5 mv/m at night, Mr. Cullum says. Under FCC's proposal, he points out, the interference level to Class II stations from a 50 kw outlet 500 miles distant could be as high as 14.5 mv/m at 1500 kc to 5.0 mv/m at 500 kc.

To make his simultaneous-change plan work for Class II outlet, he explains, it would be desirable to change the operating facilities of some Class II stations. But these could be afforded priority under the present freeze in Docket 8333, he indicates.

Mr. Cullum in conclusion says his firm "does not believe that any proposal should be adopted by the Commission until determinations have been made as to the areas that would gain or lose service."

NBS Radio Research Funds

THE National Bureau of Standards would get $2.2 million for "radio propagation and standards" research for fiscal 1955 under a report released last week by the Senate Appropriations Committee.

This permits an increase of $500,000 (including NBS administration and construction of laboratories and other research) over the House recommendation. Total recommendation for NBS is $6,615,000.

Shreveport Tv Wins; Other Proposed Grants

Recommended victor would take over facilities of now-operating KSLA (TV). FCC examiners rule on five initial grants during week.

LACK of radio facilities, as well as better proposed tv programming, facilities and staff commitments are the key factors which persuaded FCC Hearing Examiner Fanney N. Litvin to recommend that ch. 12 at Shreveport, La., should go to Shreveport Television Co., comprised of local theatre, oil and real estate businessmen.

In a 73-page initial decision issued last week, Mrs. Litvin holds that non-broadcaster Shreveport Television Co. is to be preferred over competitors KRMD Shreveport and Southland Television Co.

If the initial decision is upheld, Shreveport Television Co. will take over the ownership of KSLA (TV), now operating on ch. 12 in Shreveport. Station is operating under a temporary grant pending the outcome of the Shreveport ch. 12 hearing [B•T, Aug. 31, Sept. 21, 1953].

In other initial decisions last week, FCC hearing examiners recommended grants for the following: ch. 3 at Sacramento, Calif., to KCRA (proposing to deny KXOA); ch. 2 at Tulsa, Okla., to Central Plains Enterprises Inc.; ch. 2 at Daytona Beach, Fla., to WMFJ, and ch. 2 at Henderson, Nev., to Southwestern Pub. Co. (KFSA-AM-TV Ft. Smith, Ark.).

Both Shreveport Tv Co. and KRMD are to be preferred, Mrs. Litvin declared, on the basis of local residence and participation and integration of ownership and management. Shreveport is preferred, however, on the factors of programming, facilities and staff and on diversification of the media of communications.

Owners Listed

Shreveport Television Co. is owned by Don George, who owns six motion picture theatres in the Shreveport area; Ben Beckham Jr. and Henry E. Linam, oilmen, and Carter Henderson, real estate.

KRMD principal owner, T. B. Lanford, also is 33-⅓% owner of KLPC-AM-TV Lake Charles, La.; 47.2% owner of KALB-AM-TV Alexandria, La.; 23% owner of WSLI Jackson, Miss., and 88% owner of KRRV Sherman, Tex.

Southland principals own KCIJ Shreveport and WMRY and WCKG (TV) New Orleans.

Initial decision becomes final in 40 days unless exceptions are taken by the unsuccessful applicants. They have 20 days to file exceptions.

KSLA (TV), now operating on ch. 12 with 11.5 kw from a 270 ft. antenna above average terrain, is licensed to Interim Television Corp. It is owned equally by the three applicants under an agreement which provides that the successful applicant in the hearing buys out the other two. It began commercial operation Jan. 1, and is affiliated with all four networks.

In the Sacramento ch. 3 ruling, Examiner Thomas H. Donahue concludes that "with the slight assistance of its proposed longer broadcast day, KCRA's superior proposal concerning technical matters and personnel allocation counterbalance the superior showing of [KXOA] on assessment of the community's program needs. Thus, the case turns on considerations of stability versus skill, and it is clear that under the facts here those concepts are not black or

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

MOST People in Western Virginia listen to WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
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- Full reportorial services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
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AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

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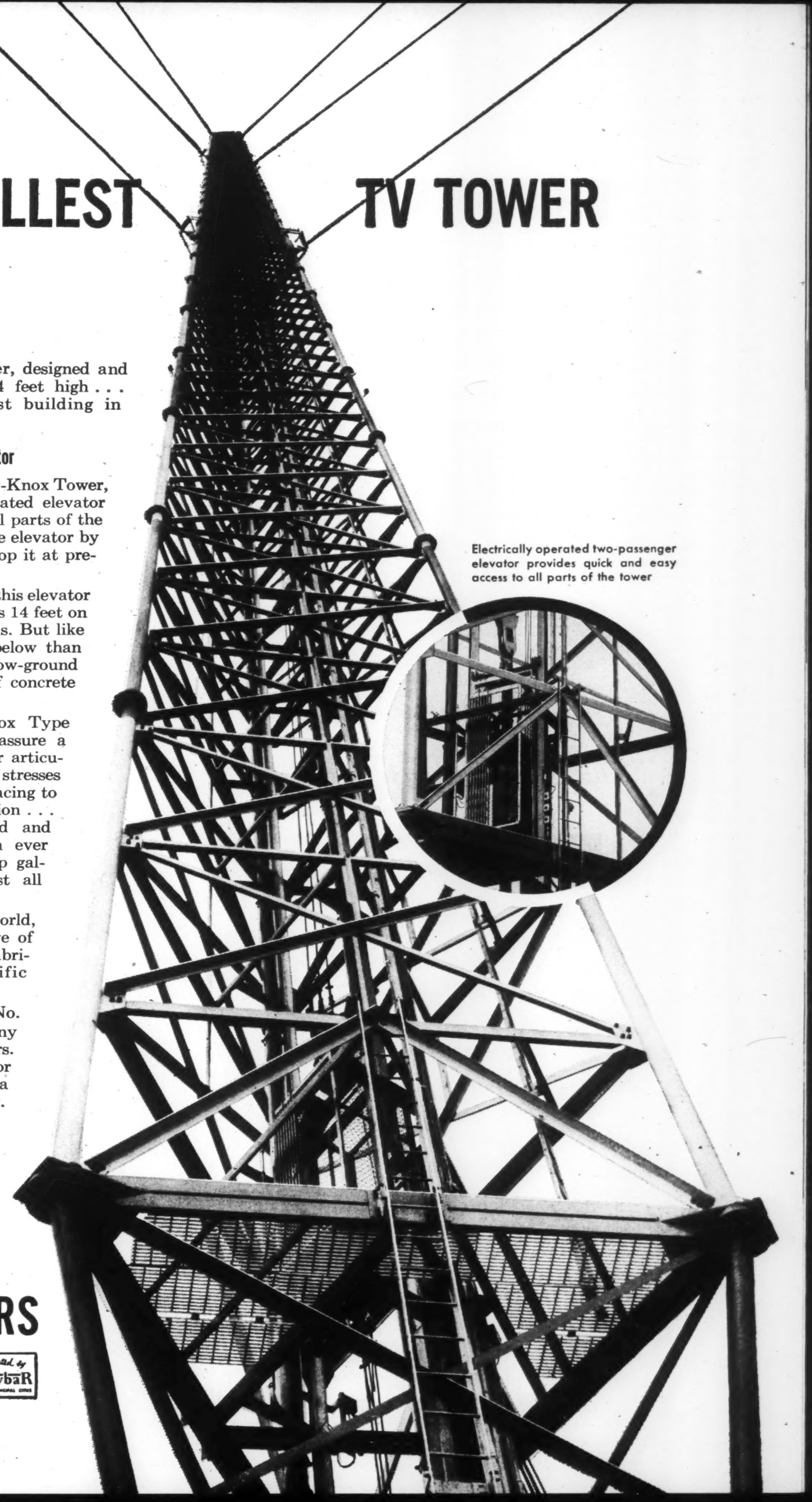
WORLD'S TALLEST TV TOWER



Electrically operated two-passenger elevator provides quick and easy access to all parts of the tower

This tremendous Blaw-Knox tower, designed and fabricated for WHIO-TV, is 1104 feet high . . . five times taller than the highest building in Dayton, Ohio.

Tower equipped with two-passenger elevator

Gliding up and down inside the Blaw-Knox Tower, the two-passenger, electrically operated elevator provides quick and easy access to all parts of the tower. A man in the cab operates the elevator by push button control . . . and can stop it at predetermined levels.

To support both the antenna and this elevator the sturdy triangular tower measures 14 feet on each side and weighs 600,000 pounds. But like an iceberg, there is more weight below than above the surface. For the below-ground pyramid base is 220 cubic yards of concrete weighing 832,700 pounds.

Some features of the Blaw-Knox Type TG-4 Tower construction, which assure a sturdy structure, are the pivoted or articulated base to avoid excessive bending stresses . . . double laced structural angle bracing to provide extra strong rigid construction . . . guys that are factory pre-stressed and proof tested to load greater than ever required in service . . . and hot-dip galvanized coating to protect against all weather conditions.

This tallest TV tower in the world, complete with elevator, is indicative of how we are prepared to design and fabricate towers to meet your specific conditions.

Write for your copy of Bulletin No. 2417 for more information on the many types of Blaw-Knox Antenna Towers. Or, send us your specifications for height of tower and type of antenna for prompt service on your inquiry.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPT.
PITTSBURGH 38, PENNSYLVANIA

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ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • radar
microwave • communications

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OFFICES IN 100 PRINCIPAL CITIES

white, but merely varying shades of gray."

Examiner Donahue continues, "We believe that KCRA's showing of close and unbroken identity with the Sacramento community, plus its record of improvement of technical facilities, betokens an insurance of a stable, continuous and progressive service that Sacramento Broadcasters (KXOA) does not match and that this consideration outweighs Sacramento Broadcasters' showing of superior management skill."

Past programming of neither KCRA nor KXOA was considered by the examiner since he found both by and large met the public interest.

Ewing C. Kelly, KCRA president-general manager, told B•T he contemplates a late summer commencement for the ch. 3 station upon final ruling by FCC. While the application specifies NBC affiliation, he asserted negotiations have not been completed. National representative will be Meeker Tv.

At Tulsa, Examiner Annie Neal Huntting recommended grant of ch. 2 to Central Plains Enterprises following dismissal of the competitive application of Oil Capital Television Corp. Certain Oil Capital stockholders receive option to purchase 15% interest in the tv venture. Oil Capital also is reimbursed $50,000 for its expenses.

Central Plains is composed of KRMG principals Sen. Robert E. Kerr (D-Okla.) and D. A. McGee, plus KVOO's W. G. Skelly. KRMG is being sold to the Altus, Okla., *Times-Democrat* to meet FCC's duopoly rule. Sale has been protested, however, by KFMJ Tulsa on the ground the newspaper's KWHW Altus overlaps with KRMG [B•T, Dec. 21, 1953].

At Daytona Beach, the initial ruling by Examiner Claire W. Hardy favoring ch. 2 for WMFJ was made possible by the dismissal of the competitive application of WNDB there [B•T, June 7]. W. Wright Esch, WMFJ owner, hopes to get on the air before July 1 of next year and expects to use RCA equipment. Joseph H. McGillvra Inc. is representative for WMFJ.

Examiner H. Gifford Irion recommended grant of Henderson ch. 2 to Southwestern Pub. Co. after competitor KRAM Las Vegas withdrew in favor of prosecution of a bid in which it is associated for ch. 13 at Las Vegas, Desert Tv Co.

Donald W. Reynolds, president of Southwestern Pub. Co., said it is hoped to be on the air at Henderson before the end of the year "interconnected with color facilities. RCA equipment was specified in our application." Studios would be located in both Henderson and Las Vegas, he said.

No Date Set to Consider Doerfer FCC Nomination

THE SENATE Interstate & Foreign Commerce Committee has not yet set a date for a confirmation hearing on the nomination of John C. Doerfer, Wisconsin Republican, for a new term of seven years as an FCC member. The nomination was announced by the White House a week ago Friday [AT DEADLINE, June 7].

While no official word has come from Commerce Committee Chairman John W. Bricker (R-Ohio), it was expected the committee may sandwich in the hearing sometime next week. The committee has slated its regular executive session a week from this Wednesday. The nomination possibly could be heard that day.

Usual procedure is for the nominee to appear before the Senators to answer any questions. If there is any opposition to the nomination, and in Comr. Doerfer's case none has been expressed to this date, the opposition's testimony is heard.

The silence on a date for the nomination hearing added to that already surrounding the FCC chairmanship. Presidential appointment of a chairman does not need Senate confirmation.

The Sesac Transcribed Library

presents

STAN FREEMAN and his JAZZ QUARTET

"The Stan Freeman Jazz Quartet has added a cool note and spans the gap from concert to modern jazz in the SESAC Library. Real crazy, man!"

Bill Richards, WGKV, Charleston, W. Va.

"The Stan Freeman Jazz Quartet is truly great. Certainly will be played here a lot."

Bill Granville, KFAB, Omaha, Nebr.

"Stan Freeman brings to the listeners a new concept of music; a styling that gives listeners of varied musical taste full enjoyment on any Stan Freeman show. It's just another of many fine musical shows that the SESAC Library is jam-full of."

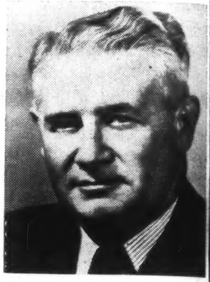
Ward Coleman, WENC, Whiteville, N. C.

The SESAC Transcribed Library is lowest in cost for a complete Program Service.

SESAC INC. 475 Fifth Avenue, New York 17, N. Y.

Sen. Hunt to Retire From Political Races

SEN. LESTER C. HUNT (D-Wyo.), member of the Senate Communications Subcommittee and a veteran member of the Senate Interstate & Foreign Commerce Committee, is on record as saying, "I shall never again be a candidate for an elective office."



SEN. HUNT

The Senator, who has been in bad health, made this statement in a letter to J. J. Hickey, Wyoming Democratic chairman. Sen. Hunt, elected to the U. S. Senate in 1948 and a former governor of the state, is 61 and has been undergoing treatment in Bethesda (Md.) Naval Hospital.

The Wyoming legislator, who had planned to run for re-election this fall, said: "I am compelled to withdraw my announcement as a candidate . . . It has been a very distinct honor to serve my state in various elective capacities for now nearly 22 years."

Sen. Hunt's withdrawal would make this the third change expected on the Senate Commerce Committee by next year. Sen. Dwight Griswold (R-Neb.) died this year and Sen. Edwin C. Johnson (D-Colo.) has his sights on the Colorado governorship.

'Red Channels' Suit Dropped

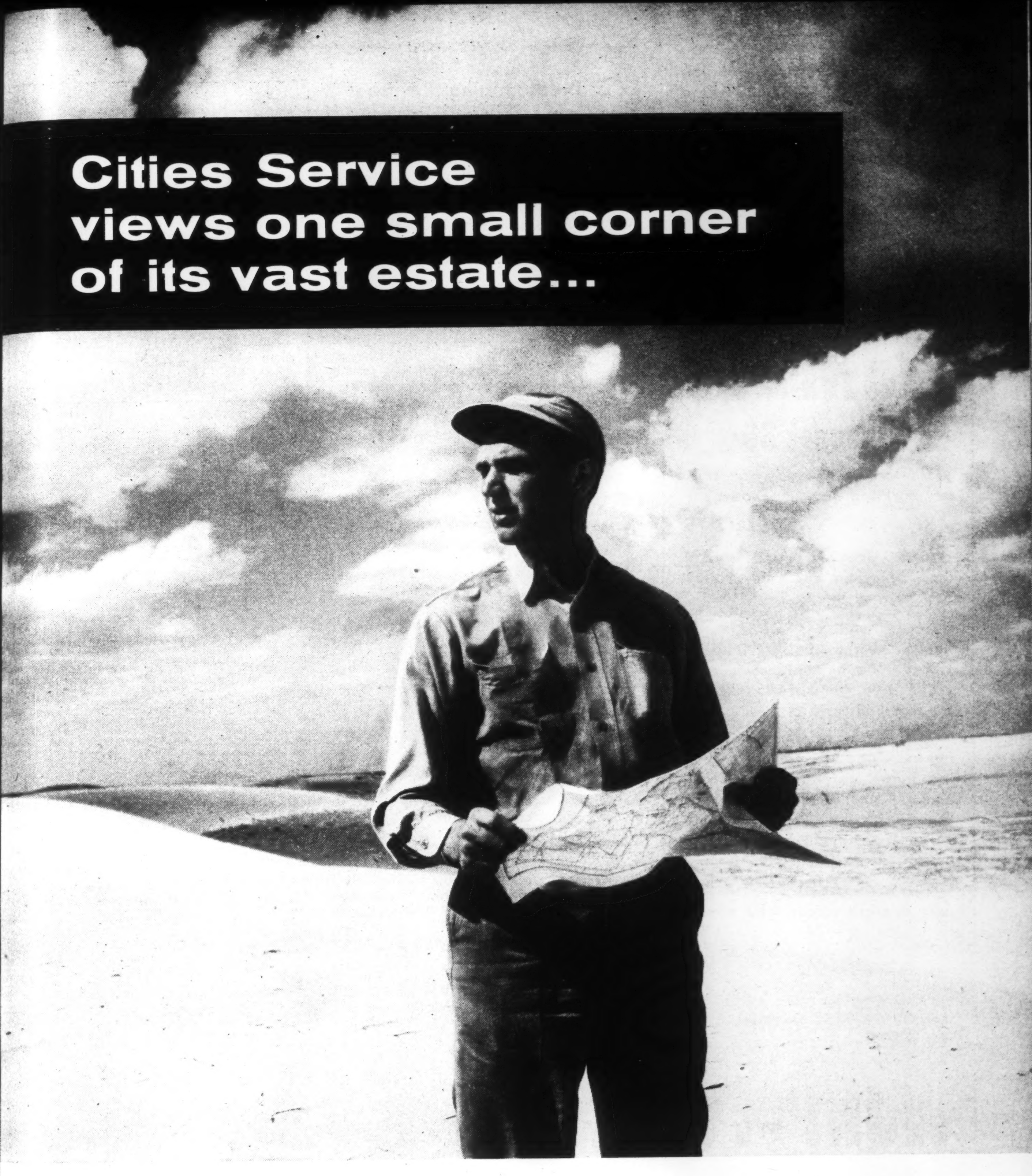
LIBEL suit for $150,000 brought by radio and television actor Joe Julian against the publishers of *Red Channels* has been dismissed in New York State Supreme Court. Mr. Julian had alleged that his income had decreased from about $18,000 a year before the reference to him appeared in *Red Channels* to about $1,524.07 last year. The defense motion to dismiss was based on a warning in the publication that "some liberals and innocent people" might have been mentioned in the listings.

Asks Ch. 9 for Elmira

ELMIRA Television, comprised of John S. Booth and Thompson K. Cassel and operator of ch. 24 WTVE (TV) Elmira, N. Y., petitioned FCC last week to allocate ch. 9 there. Earlier, ch. 18 WECT (TV) Elmira suspended operation. Elmira Television told FCC the addition of ch. 9 would not affect any other community or station.

Carthage Relay Approved

TO EXTEND interstate network tv service to ch. 7 WCNY-TV Carthage, N. Y., new and modified radio relay facilities were granted by FCC last week to American Telephone & Telegraph Co. Long Lines Div. Cost of project is $240,000. WCNY-TV plans commencement in September with ABC and CBS shows.



Cities Service views one small corner of its vast estate...

Eleven million acres of prospective oil and gas lands in the United States and Canada—in addition to holdings in South America, Egypt, and the Middle East—are under lease or owned outright by

CITIES SERVICE

A Growth Company

The folks in Northeast Florida are "SWITCHING TO 36" at a rapid rate . . . and no wonder!

From these studios in JACKSONVILLE, FLORIDA . . .

WJHP-TV

Channel 36

presents 174 weekly quarter-hours of top network shows

ABC • NBC • DuMONT

***plus* 160 weekly quarter-hours of local programs and film presentations.**

§ § §

Last year, the 454,700 folks in WJHP-TV's 9-county basic coverage area spent $445,402,000 for retail sales.

This year, these folks are spending more and more of their viewing hours watching CHANNEL 36 . . . and more and more of their Effective Buying Income purchasing goods and services advertised on CHANNEL 36.

§ § §

Just another reason why advertisers, too, are "SWITCHING TO 36" to sell this important Southeastern market.

For the complete story, call Jacksonville 98-9751 or New York MU 7-5047.

§ § §

WJHP-TV

JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

Represented nationally by John H. Perry Associates

FCC Programming Review Not Censorship—Doerfer

Commissioner dissents from ruling denying WREC Memphis request that tape recording of a program on competitor WMPS be admitted into a comparative hearing for Memphis ch. 3.

FCC is not invading the field of censorship when it considers past programming of a station in a comparative proceeding, Comr. John C. Doerfer indicates in a dissent to a procedural ruling in the Memphis ch. 3 contest between WREC and WMPS. The dissent also reveals his feelings on station program responsibility.

Comr. Doerfer dissented from a majority ruling by the Commission which denied an appeal by WREC. The appeal asked FCC to overrule an examiner's decision excluding from the record the transcript and tape recording of an ad lib Kinsey report by a disc jockey on competitor WMPS in August 1953. Comr. Robert E. Lee also dissented from the majority "in the absence of further information concerning what this station did about the disputed program."

Contending he would instruct the examiner to permit the issue, Comr. Doerfer said "the situation at hand is whether one of the applicants for a television station in Memphis will be permitted to prove that its opponent carried improper, indecent and salacious program material by reason of the discussion of the Kinsey report on the *Sexual Behaviour of the Human Female*. The examiner eliminated the matter with the following ruling: "I am striking it out primarily on the basis that it is not material."

Submits Transcript

Comr. Doerfer noted WREC appealed from the ruling and submitted a verbatim transcript of the material broadcast Aug. 20, 1953, between 2 and 4 p.m. as well as a tape recording, "alleging that the intonations, inflections and other vocal manipulations employed by the disc jockey gave it a much more indecent effect than a cold reading of the words would indicate." He pointed out WMPS "does not deny the accuracy of the transcript" but argued Sec. 1.877 of FCC's rules prohibits mechanical reproduction as evidence.

"I do not so read the rule," Comr. Doerfer said, indicating the rule allows mechanical reproduction for "sound," and the tape was offered to show inflection since what the disc jockey said was not in dispute.

Comr. Doerfer continued:

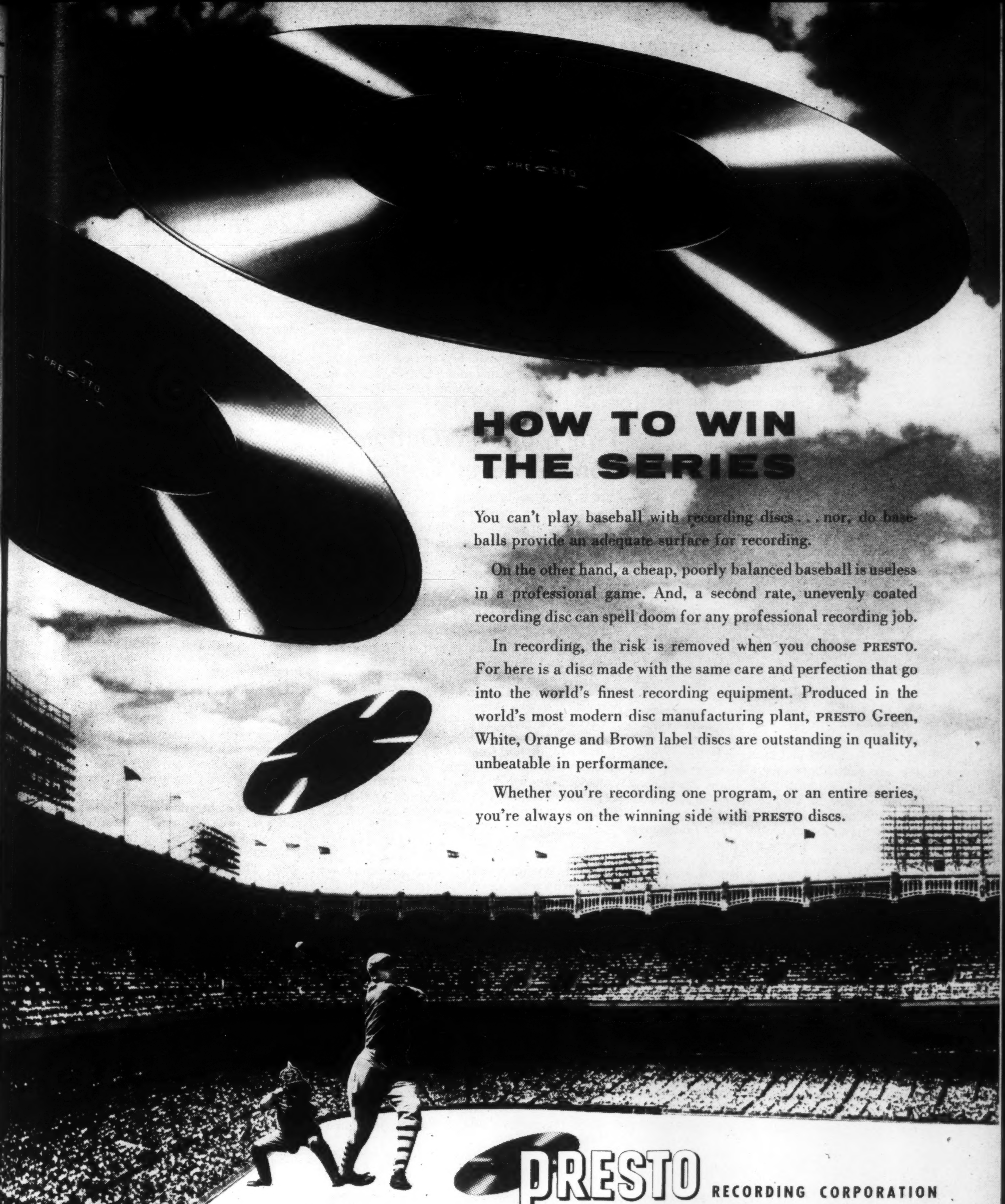
> It seems strange that there is admissible in evidence at a comparative hearing numerous promises as to type of programming proposed but that evidence with respect to past experience, a more reliable index as to character and the type of program which probably will be placed on the air, is here barred. The reluctance on the part of the Commission to probe past programming is grounded mainly upon its misapprehension that the door will be open to interminable and inconclusive proceedings. The Commission is also aware of the Congressional interdiction against the Commission asserting any powers of censorship. The courts, too, have indicated that freedom of speech and expression is the rule and that any exceptions to the general rule require or call for a heavy burden of proof beyond a reasonable doubt. Generally, such an approach is justifiable. But such caution is not necessary here.
>
> In the instant case, we are not coping with a censorship problem. It is a comparative hearing. The Television Code, second edition, March 1954, promulgated by the National Association of Radio and Television Broadcasters sets forth in its preamble the following:
>
> ". . . It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television relationship to the viewers is that between guest and host.
>
> ". . . [The broadcaster] however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, . . ."
>
> A perusal of the submitted transcript indicates that the two hour afternoon program at best is suspect, at least with respect to good taste and timing, if not inflections and tone of voice. The Television Code goes on to indicate as follows:
>
> "f) Sex crimes and abnormalities are generally unacceptable as program material."
>
> Under the circumstances, the examiner would have been well advised to permit that issue with the caveat that he would not entertain a lengthy proceeding and that he would hold it within bounds; that although ultimately it may be of little weight because of an isolated instance or other reasons, nonetheless, many of the comparative hearings will turn on slight differences. The length, the timing and inflections may well become the subject of legitimate inquiry. Past experience indicates a disposition to either use or ignore good taste. It indicates a proper sense of timing, or a lack of it. A program at one hour of the day may at a different hour be less objectionable. Demonstrated actions which indicate a lack of some of the fundamental standards as promulgated by the industry itself in The Television Code certainly should be a subject for consideration by this Commission in a comparative hearing within the limits indicated and with a watchful eye to hold the proceedings within the bounds of reason.
>
> Here the allegations of petitioner permit a reasonable inference that such a discussion during a two hour program at a time when by reason of summer vacation a large number of unsupervised children would be listeners was untimely. No responsible person denies the necessity of parental supervision of their children in a discussion of sex problems and abnormalities. Here there can be drawn a reasonable inference that an uninvited guest was "present" in numerous playrooms, homes and recreation centers discussing sex when a maximum number of children would be listeners without supervision. Although this Commission may be powerless to censor program material or to time it, it certainly need not reward or encourage a lack of good judgment and callousness with a television grant. Admittedly the standards of good taste and propriety are elusive. But there is a positive responsibility upon the part of a broadcaster for excellence and good taste in programming. It is not a negative one. To press as far as the pale of the law permits or to program merely in the shadows of decency and good tastes is a negative approach to the positive responsibilities of broadcasters seeking to operate a public trust.
>
> The proffered evidence is short and not denied. Its allowance does not suggest the probability of an interminable hearing.
>
> I would instruct the examiner to permit the issue.

Fly Is Witness

FORMER FCC Chairman James Lawrence Fly took the witness stand last week for the first time acting in the role of contestant in a comparative proceeding. He appeared as chairman of the board-13% owner of South Florida Tv Corp., seeking ch. 7 at Miami, and testified he would retire from his law practice to operate the tv station should his firm win the grant. Because of public service potential, "the operation of a television station is a great challenge," he said. The ch. 7 hearing is being expedited by Examiner James D. Cunningham and may be concluded this week [B•T, May 31].

KTRB-TV Asks Changes

KTRB-TV Modesto, Calif., new ch. 14 station under construction, petitioned FCC last week for allocation changes which would permit it to change its transmitter site to atop Mt. Oso, 22 miles southwest. Greater population coverage would be afforded, KTRB-TV said, asking that ch. 70 be substituted for ch. 15 at Port Chicago and ch. 35 substituted for ch. 28 at Salinas-Monterey to avoid interference from use of ch. 14 at Mt. Oso.



HOW TO WIN THE SERIES

You can't play baseball with recording discs . . . nor, do baseballs provide an adequate surface for recording.

On the other hand, a cheap, poorly balanced baseball is useless in a professional game. And, a second rate, unevenly coated recording disc can spell doom for any professional recording job.

In recording, the risk is removed when you choose PRESTO. For here is a disc made with the same care and perfection that go into the world's finest recording equipment. Produced in the world's most modern disc manufacturing plant, PRESTO Green, White, Orange and Brown label discs are outstanding in quality, unbeatable in performance.

Whether you're recording one program, or an entire series, you're always on the winning side with PRESTO discs.

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

EUROPEAN TV EXCHANGE PLAN UNDERWAY

Eight nations participate in 'Eurovision,' a month - long trade of programs over 44 transmitters tied by 80 relays.

EUROPE

MONTH-LONG exchange of television programs among eight countries in Europe opened last Monday with 44 transmitters tied by 80 relay stations plus land lines in the United Kingdom.

Countries taking part are Britain, Italy, France, West Germany, Belgium, the Netherlands, Switzerland and Denmark.

"Eurovision" opened with a 15-minute appearance by Pope Pius XII, speaking in five languages. He paid tribute to the engineering development that linked the nations, urging selective programming and spurning of "entertainment that caters to baser human instincts." He emphasized, too, the benefits to be enjoyed by sick and infirm persons who will be able to participate in religious services.

The Pontiff said Eurovision should be a symbol and promise of union, with nations learning to know each other better. He faced two tv cameras from a distance of 10 feet and remained after his talk to discuss tv problems with technicians and studio workers.

British Broadcasting Corp. told B•T the European linkage was entirely by radio with the exception of land lines between several cities in the United Kingdom. The European radio links are reversible, being set up on a semi-permanent basis while nations decide how much money they wish to expend for international service.

Conversion Points

Four conversion points were set up to translate signals into different line standards. Conversion at Dover, United Kingdom, was to 405 lines; in Paris to 819 and to one 441 line transmitter; in Netherlands to 625 lines and in Baden-Baden, Germany, to 625 lines. All European nations except United Kingdom, France and Belgium use 625 lines, with United Kingdom the only nation to use 405 lines. Belgium uses the French standard of 819 lines

Each of the eight nations taking part in Eurovision is contributing programs on one day. A series of matches for the World Football Cup will originate in Switzerland. One of the relay stations is located in a peak 10,000 feet up the Jungfraujoch in the Swiss Alps.

Local language commentaries are given in nations foreign to the program source, with guide commentaries sent by separate lines in some cases. This service requires a complex network of sound channels, described by BBC as a "greater complication than the vision network." An international coordination center is located at Lille, France. Technical staffs use either French or English.

Test telecasts were staged starting May 24, with signals and programs fed through the network.

In all, the 44 transmitters are connected by 4,000 miles of linkage.

The method of converting signals to different scanning standards is described in the *BBC Quarterly* as follows: "The apparatus consists basically of a television camera viewing a picture displayed by a cathode-ray tube. Principal difficulties may be largely overcome by the use of a long-persistence phosphor in the picture tube, together with a suitable storage camera tube."

Pickup tubes use in the converters are image orthicons in all cases except equipment in Netherlands, which employes an image iconoscope.

A three-month program exchange period has been tentatively planned next autumn.

BBC has participated in experiments involving difference in the British and American frame frequency. The British standard of 405 lines utilizes 50 frames per second, compared to the American standard of 525 lines and 60 frames. Principal problem encountered is flicker.

Two More Tv Outlets Commence in Canada

CANADA

CHCH-TV Hamilton Ont., after a number of delays, officially went on the air June 7. CHCH-TV on ch. 10, is using the second RCA-Victor wavestack antenna, developed by RCA-Victor Ltd., at Montreal, to produce a directional signal. The wavestack at Hamilton is 540 feet high on top of Hamilton Mountain at Stoney Creek, eight miles from the studios on Jackson St. The other wavestack in at CBOT Ottawa.

This type of antenna is self-supporting and looks like an industrial smokestack with radiator slots at top of stack. RCA-Victor engineers claim it eliminates complex coaxial distribution harness and expensive de-icing equipment.

CHCH-TV plans 12 hours of daily telecasting with 10 hours on Saturdays and Sundays. It will telecast live local shows, as well as film and network shows from the United States and Canada. Ken Soble, owner of CHML Hamilton, is president and general manager of CHCH-TV, with two other Hamilton stations. CKOC and CJSH-FM as part owners.

CBWT on Air

CBWT Winnipeg Man., began telecasting on June 1, with some 1,500 receivers claimed in the area. It was the 10th Canadian tv station to go on the air. D. L. Campbell, Manitoba Premier, officially opened the first tv transmitter on Canada's prairies and the second west of the Great Lakes area. J. R. Finlay, director for the prairie provinces for the Canadian Broadcasting Corp., stated that the 60 kw station would only use films and kinescoped programs for the time being.

CFPA-TV Port Arthur, Ont., ch. 2, plans to be on the air with a 2 kw RCA transmitter Sept. 3. Station will have a 200 foot self-supporting tower, 174 feet above average terrain. Ralph H. Parker, president and general manager, of CFPA Port Arthur, is licensee. Station will be represented in Canada by All-Canada Television, Toronto.

Most Canadian tv stations on the air by the end of 1954, will be powered with RCA-Victor transmitters, according to orders on hand by RCA-Victor Ltd., Montreal. Being installed or soon to be installed are tv transmitters for CKLW-TV Windsor-Detroit, CKWS-TV Kingston, Ont., CHEX-TV Petersborough, Ont., CJBR-TV Rimouski, Que., CJCB Sydney, CBHT (TV) Halifax, CFQC-TV Saskatoon, Sask.

$24 MILLION-PLUS BUDGETED TO CBC

CANADA

OPPOSITION parties in the Canadian Parliament early in June urged the establishment of an independent regulatory body for radio and television during debate on allocations of funds for the Canadian Broadcasting Corp. Revenue Minister J. J. McCann reported that last fiscal year, ending March 31, CBC had received $11,700,000 from the 15% excise tax levied on radio and tv sets and parts, and as a result had a surplus for the 1953-54 fiscal year of $5,000,000. During the current fiscal year, starting April 1, CBC is allocated $21,250,000 from the Canadian treasury, consisting of an annual grant of $6,250,000 and the 15% excise tax being levied on radio and tv equipment. In addition CBC is to have a loan of $3,000,000 from the government for further expansion of tv facilities.

Government policy on giving CBC a monopoly on tv stations in the major markets of Montreal, Toronto, Ottawa, Winnipeg, Vancouver and Halifax, was criticized by members of the Progressive-Conservative and Social Credit parties. Cooperative Commonwealth Federation (socialist) party members backed the Liberal government's policy.

Opposition members who criticized the government's policies urged the establishment of an authority similar to the Canadian Board of Transport Commissioners to take over the powers which the CBC now exercises over independent broadcasting and tv stations that are its competitors. They pointed out that at first the Canadian government had delayed the introduction of tv, and now by its local monopoly policy it was denying tv to many parts of the country and denying the public alternative programs in other parts. They stated that in areas where Canadians were within range of United States and CBC stations, viewers tuned in U. S. stations for 70% of their receiving time.

Progressive-Conservative party leader George Drew stated that the government had argued in obtaining more than $30,000,000 from Parliament for CBC that the television policy would discourage excessive commercialism and encourage Canadian culture and talent. Cultural advantages were advanced as arguments for denying Canadians the advantages of competition and selection of stations, he pointed out. Canadians were not given the freedom to choose whether they would accept this culture, except in areas bordering on the United States.

Revenue Minister McCann, reporting on tv expenditures of CBC, stated that CBHT Halifax, would be on the air by CBC before the end of the year, that facilities for telecasting live shows from CBOT Ottawa, were being developed, that 16 privately-owned tv stations would be on the air this year and would receive national programs from CBC. He also reported on development of a coast-to-coast tv network, on which communications companies have been asked to tender. He felt that Canada was developing one of the most extensive tv systems in the world under a scheme of "sensible cooperation" between public and private interests.

FEDERAL TRANSMITTING TUBES

GATES-ATLANTA

13th & Spring Sts., N. W.
Tel. Elgin 0369

Higher Tower, Higher Power

add 10,000 sq. mile
coverage area

Tower: UP Now 1019 feet

Power: UP Now 100,000 watts

Households: UP 37.5%*

Farm Households: UP 50.4%

Tv Homes: UP 30%

Retail Sales: UP 33%

Farm Income: UP 50.4%

Food Store Sales: UP 35.5%

Drug Store Sales: UP 22%

Counties Covered: UP 46%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.

** Data, based on Nov. Nielsen, compares new A & B coverage area with coverage prior to power-tower increase.*

WFBM-TV

Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

Logansport
Lafayette
Indianapolis
Bloomington

WEEK-TV Peoria Wins 'Janet Dean' Awards

WEEK-TV Peoria and its promotion manager, F. R. Oakley, won the first prize of $250 for a special promotion contest run for *Janet Dean, Registered Nurse* by Emerson Drug Co., makers of Bromo Seltzer, sponsors of the program, which is placed on a regional basis.

Robert Baldrica, director of advertising, WXYZ-TV Detroit, won second prize of $150, and Del Leeson, promotion manager, KDYL-TV Salt Lake City received the third prize of $100.

The winning entry from WEEK-TV included a parade for *Janet Dean* on the main street in Peoria, an election of the town's most popular nurse, movie trailers of the tv drama, newspaper and magazine advertisements, trade mailings, lobby displays and tv promotion spots.

The second prize winner, WXYZ-TV, in addition to spot and newspaper promotions, used flash displays and made an intensive promotion effort among Detroit druggists.

KDYL-TV, the third winner, among other promotion stunts obtained feature displays in 163 IGA stores in Utah and Wyoming.

The judges were: Kirk L. Billings, advertising director of the Emerson Drug Co.; Fred Dodge, merchandising director of NBC; Dan Shea, vice president and merchandising director of Lennen & Newell (agency for Emerson), and Jack Brooks, tv sales manager of Free and Peters, station representative.

Mr. Shea, speaking for the agency said, "In judging the contest we took into consideration the size of the city and the overall promotion effort. Some who did not win prizes did better jobs in specialized fields than some of the winners. But we felt it was the overall result that counted and we judged accordingly."

CHECKING the winning entry in the *Janet Dean, Registered Nurse* promotion contest are (l to r): Dan Shea, merchandising director of Lennen & Newell Inc.; Ella Raines, star of the show; Fred Dodge, NBC merchandising director, and Hugh Leland, of Lennen & Newell.

CBS' Stanton, Others Win Art Directors Awards

FRANK STANTON, president of CBS, was among four business executives who received special medals from the Art Directors Club of New York last Tuesday for "outstanding appreciation and encouragement of good art and design."

Other businessmen presented with medals were David Ogilvy, founder and president of Hewitt, Ogilvy, Benson & Mather; Henry Ford II, president of Ford Motor Co., and Henry R. Luce, editor-in-chief of Time Inc. publications.

The club also presented the Kerwin H. Fulton medal for outstanding 24-sheet posters to George Booth, art director, J. Walter Thompson Co., and other medals to Jack Sidebotham and Gene Deitch, Young & Rubicam, television commercials; Louis Dorfman, CBS Radio, newspaper ads (300 lines or less); Paul Rand, William Weintraub Inc., newspaper ads (over 300 lines); Kenneth Parkhurst, Hal Stebbins Inc., trade periodical ads (three or more colors); Harry Zelenko, William Douglas McAdams Inc., trade periodical ads (two colors), and Arnold Roston, MBS, trade periodical ads (black and white).

Tv Awards Go to NBC

NBC was presented with three awards by the Radio-Television-Newsreel Working Press Assn. of New York at the Annual Mike and Screen Press dinner of the association in New York June 4. Presentations were made by Edward R. Murrow, CBS commentator.

The awards were for NBC's "outstanding contributions in the field of television journalism," as exemplified by its coverage of "the marine killer;" for its "contributions in the field of feature reporting" as typified by its "outstanding film analysis of events in Guatemala in the series; *Trouble Spots,* and for its "outstanding contributions to radio journalism, as exemplified by "Oppenheimer Story" in *Heart of the News* series."

OF A

FLOCK TOGETHER!!

"Birds of a feather . . ." goes the old adage. Here's the kind of company you keep when you join the select flock regularly carrying schedules on WILK-TV!

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Rayco Seat Covers
Robin Hood Flour
Aunt Jemima Cake Mix
Quaker Oats
Swift and Company
Tenderleaf Tea
Rosenfield Packing
Hazel Bishop
Chrysler Corporation
Duffy Mott
Derby Foods
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FILM FEATURE SECTION

A section of
June 14, 1954
DCASTING • TELECASTING
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HOPPY'S

RATING HIGH—HIGHER THAN EVER

Top ratings make Hopalong Cassidy a better buy than ever before.

HOPPY's *new* series of 26 half-hour films is first in its time spot in eight of the ten cities in which it is rated. And in the other two, it is topped only by fractions of a rating point (ARB averages from start of the new series thru March '54).

Today, 45% of HOPPY's audience is adult. And there's hardly an advertiser, a viewer, or a man in the street who doesn't know HOPPY's face... who hasn't felt his influence.

Why? Because Hopalong Cassidy is one of a handful of truly great salesmen in America today. He has moved mountains of merchandise for an impressive group of sponsors. Hire this great salesman at a local market price, put him to work for you. Then hold onto your hat . . . as HOPPY sends your sales soaring.

Call or wire NBC FILM DIVISION *today for complete details!*

NBC FILM DIVISION
NEW YORK • CHICAGO • LOS ANGELES
Serving All Sponsors...Serving All Stations

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proudly presents

Mr. Raymond Massey

in an illustrious series of

Bible Readings

produced exclusively for television by

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FOR AUDITION:
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CHICAGO 11, Ill.
MICHIGAN 2-6200

features

- B•T survey on film announcements; how many are used, how many are commercial, what advertisers buy the most. Page 78.
- Religious tv films: growing Hollywood specialty. Page 80.
- One way to make animated spots at low cost. Page 82.

film maker

SIDNEY STUYVESANT VAN KEUREN

VICE PRESIDENT in charge of studio operations for Hal Roach Studios Inc., Culver City, Calif., since 1936, Sidney Stuyvesant Van Keuren has acquired expanded duties since tv came along. He now supervises all tv film commercials in addition to serving as executive producer on *Life of Riley* (sponsored by Gulf Oil on NBC-TV east of Denver, syndicated elsewhere).

Born Sept. 19, 1901, he left his birthplace, Pittsburgh, 20 years later to move to Los Angeles, which necessitated transferring from Penn State to Stanford U. While attending the former institution, he played banjo in the orchestra organized by classmate Fred Waring. At Stanford, Mr. Van Keuren, captain of the golf team, also went in for swimming and track before graduating in 1923 with an engineering major.

His musical career "long since passed into oblivion," he spent several years doing construction work in Los Angeles before that business fell apart during the depression. His dream of getting into the film business bore fruit when in 1931 he started at Roach Studios, learning from the bottom up and working in every department on the lot.

In the Air Force from 1942 through 1945, producing training films and documentaries, he emerged a lieutenant colonel with the Legion of Merit.

He returned to the studio, which was undergoing a spell of "disastrous" post-war production. First venture into tv, in the fall of 1947, consisted of a couple of quarter-hour pilot films and a Chevrolet commercial. But, Mr. Van Keuren recalls, the studio hit its stride about four years ago with the CBS-TV film package, *Amos 'n' Andy,* and has since turned out over 950 films.

Last year saw the studio's commercial operation more than doubled, and he predicts 1954 will be an even larger year. Among the spot announcement contracts last year were Bulova with 108; General Motors, 21; Pabst Blue Ribbon, 18; Union Oil, 12; United States Tobacco, 6; Falstaff Brewing, 12; Liebmann Breweries, 36; Brown & Williamson Tobacco, 16.

A source of pride is that Roach Studios does everything but the lab processing and, not only is it operated by the people who built it, it is the only tv studio in the business with its own optical department, according to Mr. Van Keuren.

Emphasizing the necessity of quality, he stresses that "A" and "B" products in tv parallel such theatrical products. "Everyone wants to turn out 'A' products and that which starts out as 'B' is bad, as 'sleepers' are too few and far between."

With the trend "definitely toward syndication," the Roach thinking is to develop new tv personalities and offer them for multiple sponsorship. In preparation are *Dramatic Hour* and *Comedy Hour,* each to be headlined by a name actor who will play a part in one segment and serve as m.c. Also on the agenda is the development of a permanent stock company.

Mr. Van Keuren and his wife, Idabel, make their home in suburban Westwood. Besides swimming, he is a baseball fan of such devotion he has missed only one Los Angeles home game. That was when his daughter, Lee, was married.

FILM ANNOUNCEMENTS

B•T'S THIRD SURVEY OF TV FILM USE INVESTIGATES SPOTS

TELEVISION advertisers sponsor a heavier share of film announcements than live announcements, according to the third in a series of film surveys conducted by B•T.

Three-fourths of all film announcements are commercial, according to the survey, compared to less than one-half of live announcements.

The sponsorship analysis is drawn from results of questionnaires supplied by 124 television stations, approximately a third of all the stations on the air. Data are broken down by size of markets as well as by number of operating hours per day and the length of announcements.

Average number of daily announcements per station ranges from around 50 in smaller markets to 101 in the case of stations operating full schedules in markets with over a million population. Smallest number of announcements occurs at stations in markets with 250,000-500,000 population.

While over three-fourths of all film announcements are sponsored, the average is brought down by stations operating fewer than 10 hours per day in markets of 500,000-1,000,000 population.

In scanning the use of commercial announcements by tv stations, the B•T survey shows a fairly uniform pattern for length of films among the four sizes of markets. One-fourth to one-fifth of all commercial film announcements are IDs, or 8-10 second offerings, with the 250,000-500,000 category showing a 26.6% ratio. A little over a third of commercial film announcements are 20 seconds in length.

Heading the commercial film field are one-minute announcements, hovering around the 40% mark. Only a minor percentage, around 2%, of such announcements are more than one minute in length.

Looking into the types of commercial live announcements, it was found that tv stations in cities over 500,000 population average over 40% of IDs, or 8-10 second types. The percentage of 20-second announcements is much smaller, ranging from 11.9% in largest markets to 27.2% for 250,000-500,000 markets.

The number of one-minute announcements is high in the commercial live group, reaching 55% in the case of markets under 250,000. A somewhat higher ratio of commercials over a minute in length will be found in the live group, though the average is under 10%.

With 124 usable questionnaires submitted in the survey, results are believed to be typical of the field. The 124 returns were divided among different markets as follows: Under 250,000 population, 26 questionnaires returned; 250,000-500,000, 32 returned; 500,000-1,000,000, 29 returned; over 1,000,000, 37 returned. The term "film" as used in the survey includes both films and slides.

The first 1954 film survey conducted by B•T, covering 1 hour, 1½-hour and full-length feature films [B•T, April 12], showed that the price paid for feature film programs ranges upward in direct ratio to the size of the market served.

This first analysis showed that few stations permit single commercials of more than two minutes duration during feature films; the number of breaks during the showing of a one-hour or full-length feature ranges between two and five, as a rule; films are interrupted more often by stations in the smaller markets.

It was found, too, that local advertisers are supplying a major share of film sponsorship revenue in smaller markets, with stations in larger markets getting over half their film income from national advertisers.

In the case of quarter-hour and half-hour film packages it was found [B•T, May 10] that a majority of stations devote an average of more than six hours a week to such programming. Maximum announcements allowed a single advertiser in a half-hour film package is three, this survey showed, though some larger stations allow four in half-hour packages sold on a participating basis.

This study also revealed that average commercial announcements run around one minute; double spotting is prevalent at station breaks, usually in the form of an identification plus longer announcement; some triple spotting exists; in large markets three-fourths of tv stations get over half their revenue from national advertising.

Top price paid to distributors for half-hour film packages ranges from around $40 to as high as $1,400, depending on size of market and station audience, this survey showed.

THREE B•T STUDIES OF TELEVISION FILM

- ***Feature film: its use, costs, sponsorship (April 12)***
- ***Package film: its use, costs, sponsorship (May 10)***
- ***Film announcements (full details this and opposite page)***

KINDS OF ANNOUNCEMENTS STATIONS CARRY

	Size of Market	Average No. of Total Daily Announcements	% Live	% Film	Film Announcements		Live Announcements	
					% Commercial	% Non-Commercial	% Commercial	% Non-Commercial
Stations on Air Less than 10 Hours a Day	Under 250,000	38	52.1	47.9	79.3	20.7	53.9	46.1
	250,000-500,000	35	49.0	51.0	72.4	27.6	60.6	39.4
	500,000-1,000,000	44	44.8	55.2	56.5	43.5	56.5	43.5
	Over 1,000,000	55	65.7	34.3	78.8	21.2	31.8	68.2
Stations on Air More than 10 Hours a Day	Under 250,000	65	66.2	33.8	79.3	20.7	36.9	63.1
	250,000-500,000	57	66.5	33.5	79.9	20.1	42.6	57.4
	500,000-1,000,000	88	56.6	43.4	75.8	24.2	42.5	57.5
	Over 1,000,000	101	44.2	55.8	79.2	20.8	46.3	53.7

KINDS OF FILM COMMERCIALS ADVERTISERS BUY

(Figures are percentages of all film commercials carried by all stations in various market sizes)

Size of Market	% I.D.s (8-10 Sec.)	% 20 Sec.	% 1 Min.	% Over 1 Min.
Under 250,000	22.1	31.9	43.7	2.3
250,000-500,000	26.6	31.9	38.7	2.8
500,000-1,000,000	19.3	38.4	40.3	2.0
Over 1,000,000	19.8	39.3	39.5	1.4

KINDS OF LIVE COMMERCIALS ADVERTISERS BUY

(Figures are percentages of all live commercials carried by all stations in various market sizes)

Size of Market	% I.D.s (8-10 Sec.)	% 20 Sec.	% 1 Min.	% Over 1 Min.
Under 250,000	19.1	14.9	55.0	11.0
250,000-500,000	23.9	27.2	39.6	9.3
500,000-1,000,000	46.3	13.0	36.3	4.4
Over 1,000,000	40.3	11.9	40.5	7.3

LEADING BUYERS OF TV SPOT COMMERCIALS

How Stations Rank the Biggest Customers for Announcements

BULOVA WATCH Co. and Procter & Gamble Co. are the leading buyers of announcements on tv stations, according to B•T's survey of the tv spot announcement business (see analysis opposite page).

The watch and soap firms are tied as top sponsors in the television announcement field, buying time on 42% of the 124 stations that returned usable questionnaires.

Ranking next are Brown & Williamson Tobacco Corp., which buys announcements on 36% of tv stations in the survey, and Miles Labs., 20%. Other leading buyers of tv spots are Standard Brands, using 18% of stations; Colgate-Palmolive Co. and National Biscuit Co., appearing on 11%, and Sterling Drug and General Mills, 10%.

P&G divided its announcement purchases among Gleem, Ivory soaps, Tide, Cheer, Joy and Dreft for the most part, the questionnaires show. Brown & Williamson promoted Kools, Viceroy and Raleigh cigarettes. Standard Brands' use of announcements included Royal desserts, Chase & Sanborn and Blue Bonnet.

Sponsors using 5% or more of the 124 stations covered by the survey, which covered roughly a third of all operating tv stations in the nation, included Schenley Industries (Blatz, Cresta Blanca), Borden Co., B. T. Babbitt Co., Coca-Cola, Ford Motor Co. dealers, General Foods, R. J. Reynolds Tobacco Co., General Motors, Bardahl Oil, Duncan Coffee Co., Elgin watches, Peter Paul candy and Socony-Vacuum Oil Co.

Other leading national advertisers buying announcements on 2% or more of the reporting tv stations include S. O. S. Co., U. S. Rubber Co., Van Camp Seafood Co., Stag beer, Brock Candy Co., Anacin and Pillsbury Mills.

Among other sponsors whose names appeared two or more times on the survey questionnaires were American Maize Products Co., Anheuser-Busch, Charles Antell, Armstrong Rubber Co., B. C. Remedy Co., Beeman's, Benrus Watch Co., Benson & Hedges, Best Foods, Brylcreem, Burgermeister beer, Carnation Milk Co., Chrysler Corp., Continental Baking Co., Continental Oil Co., Converted Rice Inc., Falstaff beer, J. A. Folger & Co., Paper-Mate Co., Pfeiffer Brewing Co., Phillips Oil, Ralston Purina Co., Rheingold Beer, Ronson Art Metal Works, Helena Rubenstein, Safeway Stores, Serutan Co., Sunshine Biscuit Co., Swift & Co., Taystee Bread, Robert Hall Clothes, Holsum Bread, International Harvester Co., Italian Swiss Colony, Lehn & Fink, Lever Bros., Lucky Lager Brewing Co., Magnolia Flour, Marathon Corp., Maybelline Co., Mid-Continent Oil Co., Miller Brewing Co., John Morrell & Co., Northern Paper Mills and Orkin exterminator.

In filling out the advertising portion of the questionnaires, respondents were asked to list the five leading sponsors of tv announcements as shown by station records.

RELIGION ON FILM

Tv films are transporting the minister to the parlor

HOLLYWOOD has always known the drawing power of feature films with a religious theme. Even today, it is said, Cecil B. DeMille's early silent feature, "The King of Kings," grosses large box office receipts with every re-issue.

The mass popularity of contemporary box office successes like "The Robe," "David and Bathsheba," and "Samson and Delilah" cannot be ignored, nor can the impact of the award-winning "Martin Luther."

In one corner of the production factory that is Hollywood is the field of films for television. And in a small sector of that growing branch of film-making, quiet, little films are being turned out bringing the ministrations of religion into the home.

A check of West Coast religious tv film production reveals an almost unanimous belief that such programming is only beginning to hit its stride.

Focusing on the combination of psychology, spiritual guidance and a personality is Paul F. Heard, who as executive producer for the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. A., entered tv film making with *What's Your Trouble*. The quarter-hour series of 13 films features ad lib discussions by Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, and author of the best-selling book, "The Power of Positive Thinking." Together with Mrs. Peale, he reviews experiences in the American Foundation for Religion and Psychiatry, which offers counselling by ministers, social workers, psychologists and psychiatrists.

Given to stations free of charge, the first group of films has been picked up by 125 and draws an average of 3,500 letters weekly. Mr. Heard, who was previously film consultant for the Broadcasting and Film Commission in New York, is scheduling production on the second group of films which will dramatize specific problems and be offered for commercial sponsorship. Declaring that there is much sponsor interest from institutional products, Mr. Heard says such a program as Dr. Peale's becomes a service program for the sponsor in that it serves as well as entertains.

Viewer response, according to Dr. Peale, shows that many people are going to church for the first time and "more important, they are putting into practice the spiritual living techniques suggested over tv."

Produced and distributed in behalf of the National Council, composed of 29 Protes-

DISCUSSING *Your Faith Is Power* are (l to r) Rev. Oral Roberts, Pentacostal evangelist; Virgil Miller, director of photography, and Herb Lightman, producer-director for Devon Productions.

STARS appeared in *What One Person Can Do*. Pre-shooting conference is held by (l to r) Danny Thomas, Jack Denove, head of own production firm, Jimmy Durante and Father James M. Keller of The Christophers. BELOW: Dr. Norman Vincent Peale, Mrs. Peale and Paul F. Heard, of National Council of Churches of Christ in the U.S.A., plan format of *What's Your Trouble*.

"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

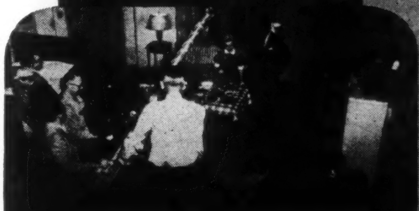
Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.

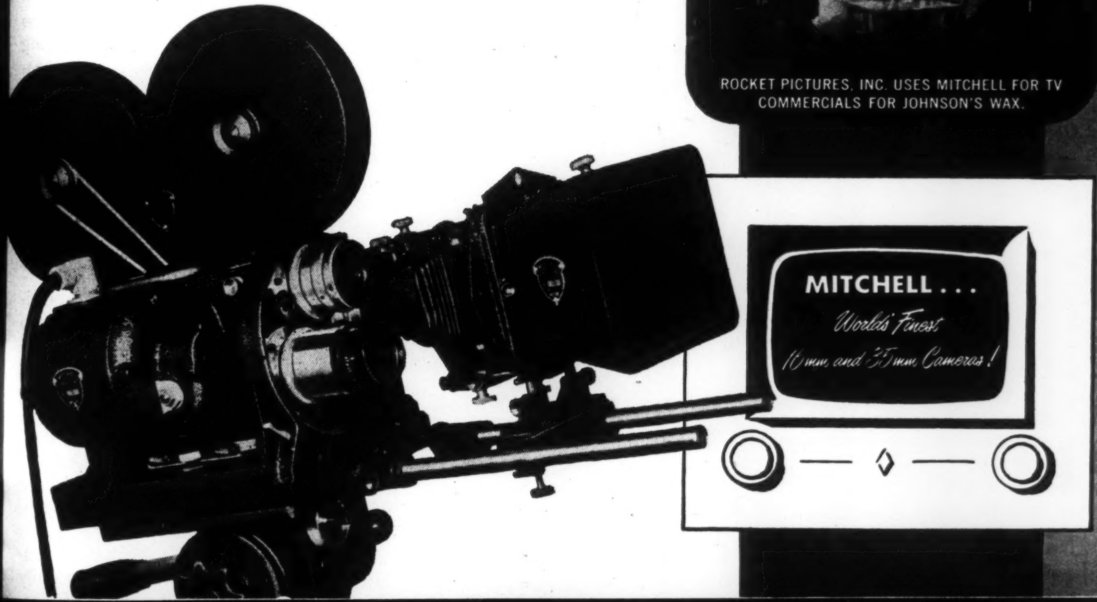
TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.


JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."

ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

AMONG THE USERS O
MITCHELL CAMERAS:

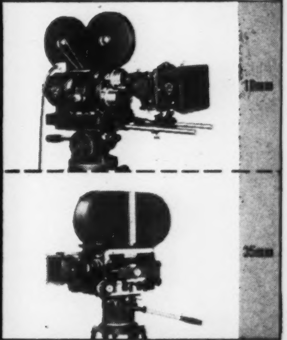
DEPARTMENT OF COMMERCE
NATIONAL FILM BOARD
  OF CANADA
FITZPATRICK PICTURES
GENERAL ELECTRIC
CARAVEL FILMS
PARAMOUNT PICTURES CORP.
REID H. RAY FILMS
WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL
  PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
DIRECTOR NATIONAL
  INSTITUTE OF HEALTH
NATIONAL ADVISORY
  COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
WARNER BROTHERS, INC.
GILLETTE PRODUCTIONS
ARTHUR KRIENKE
U. S. NAVY
ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER
  STUDIOS
CAMERA EQUIPMENT
MARK ARMISTEAD
A. B. THERMAENIUS FILMS
JAM HANDY ORGANIZATION
GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PRODUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS
  CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS,
  INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
CALVIN COMPANY
COFFMAN FILMS
BOB JONES UNIVERSITY
MOODY BIBLE INSTITUTE
FILM GRAPHICS
CORONET FILMS



Mitchell Camera CORPORATION

666 WEST HARVARD STREET · GLENDALE 4, CALIFORNIA · CABLE ADDRESS: (MITCAMCO)

85% of the motion pictures shown in theatres throughout the world are filmed with a Mitchell



ANIMATED COMMERCIALS AT LOW COST

RESULT of an account executive's hazy knowledge of tv animation costs is a simplified, inexpensive animation process conceived by Betty King, now production manager-copywriter of Brooks Advertising Agency, Hollywood.

The process, which promises savings for advertisers, won Miss King advertising industry recognition in the form of a "Lulu," yearly Frances Holmes Achievement Award of Los Angeles Advertising Women Inc. [B•T, May 3].

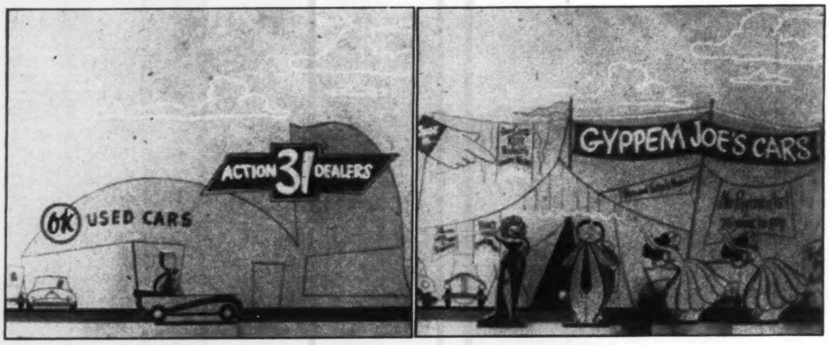
The technique was evolved last year, while Miss King was special copywriter and production assistant at Action In Advertising Agency, Los Angeles, when the agency bid on LosOr Chevrolet Dealers account. The LosOr group, consisting of Los Angeles and Orange County Chevrolet dealers outside the metropolitan Los Angeles area, was preparing a special 13-week tv campaign as a protest against General Motors advertising policy. The LosOr group believed that too much emphasis was being placed on the car and not enough on the dealers, and the dealers were willing to finance an independent campaign to prove their point.

Unfortunately, the account executive seeking the LosOr account, unfamiliar with tv film costs, quoted an audition figure of $1,000. This was to include two animated cartoon commercials, plus a third to display all 31 dealer names.

Miss King, who entered film with Cinecraft Productions, Cleveland, in 1944, gently pointed out a one-minute tv commercial ranges from $1,500 to $10,000 in cost.

However, while with Cinecraft, she had used the cell-by-cell animation technique in preparing a commercial film for Standard Oil of Ohio. For LosOr, she altered the animation technique to stop-motion and, using small cut-out cardboard figures against various backgrounds, worked out her present inexpensive system.

From a number of artists, she chose Cornelius Peet to create the art work. This consisted of Hank and Frank (twin figures, one smiling and one frowning, which could be used interchangeably as the sequence dictated), several stylized automobiles, backgrounds of Gyppem Joe's Used Car Lot, a country road and a modern Chevrolet agency.



These two stills illustrate simplicity of technique

The figures were mounted on blocks, with either Hank or Frank taped onto the automobile, as required. By moving the figures against various backgrounds and photographing them in different positions, the effect of animation was given.

With a rhymed advertising message dubbed in, two complete sequences were filmed by Miss King. In one, Hank buys a car from the "Gyp" lot, which progressively rides smoothly, starts to bounce, loses a wheel, then breaks in half. In the other, Frank buys his car at the Chevrolet agency and receives a good car at a fair price.

"We give it the light copy touch, making no attempt at realism. That's the only way this technique can work," Miss King observes.

This is the second "Lulu" for Miss King. In 1951, her commercial film for the Automobile Club of Southern California won her an award in that category.

tant denominations, the non-denominational series had a "low" budget with the technical workers paid union scale and Dr. Peale contributing his services.

Nationally known because of annual awards in the fields of radio, tv, literature, government, etc., The Christophers, through Jack Denove Productions Inc., currently has the weekly quarter-hour *What One Person Can Do* film series on 125 stations. Rev. James M. Keller, M.M., spearheads the group which has "no membership, no dues, no organization and is a movement coming from people themselves." A Christopher, a spokesman further explained, "is any person who upholds the Christian way of life without necessarily adhering to the Christian religion."

The current series, 104 films of which are completed with an additional 18 upcoming, comprises interviews by Father Keller with such names as Bing Crosby, Irene Dunne, Dinah Shore, etc., which point up the idea that "regardless of specific religion, everyone is working toward the same goal." While the group does not ask for charity, it asks the stars and crew to work for minimum scale. The budget is set at about $2,500 for each quarter-hour film from which a tape is made and broadcast on 300 radio stations.

In the works for The Christophers is an untitled half-hour series, budgeted at $27,500 per film, which Jack Denove is readying in addition to his current schedule of ABC-TV *Cavalcade of America* films, animated and live action commercials and upcoming *It's the Bickersons*. Dramatic in format, incidents are portrayed showing how a person in such fields of endeavor as teaching, government, labor relations, etc., can make the world better through Christian action.

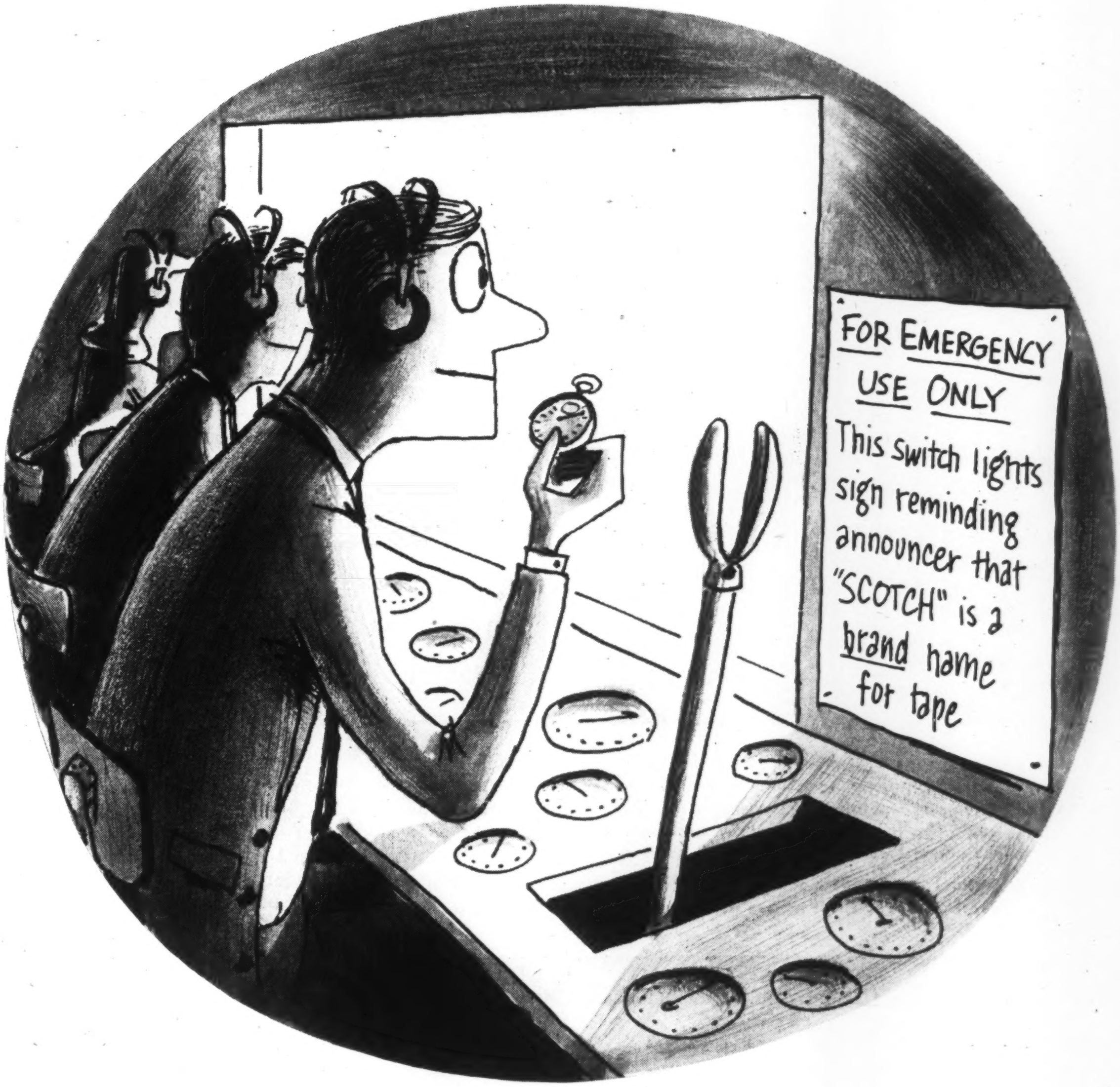
Rev. Oral Roberts, under the auspices of Pentecostal, evangelistic group, is currently appearing on 22 stations in *Your Faith Is Power,* half-hour color film series, which White Adv. Agency is producing through Devon Productions. Format consists of a couple of songs, 20-minute sermon and benediction. Schedule calls for total of 39 films, 16 of which are completed. While the series is strictly religious, Devon's producer-director Herb Lightman emphasizes Dr. Roberts' aim is "to spread the word of God to Christians of all faiths." The tv film series is an outgrowth of Dr. Roberts' "bold step" in making "Venture Into Faith," a feature film now in world-wide distribution, which demonstrated the efficacy of film "to spread the word."

Produced under the auspices of Lutheran Church, Missouri Synod, by Family Films Inc., *This Is the Life,* carried weekly by 220 tv stations, is going into production of the third group of 26 half-hour films. Utilizing a regular cast of professional actors, the program deals with a specific moral problem and how it is worked out by the Fisher family. Budgeted at $20,000 to $25,000 per film, the overall aim is to bring more people into church and the Christian way of life in addition to broadening the concept of the resulting benefits. While stations give the time, talent and crew are paid scale.

Religion in Color

Family Films, organized in 1948 by president and executive producer Sam Hersh to make theatrical films with religious overtones for family consumption, was later commissioned by the Lutheran group when it entered the video medium. Mr. Hersh recently has been assigned by Southern Baptist Radio and Tv Commission of Atlanta to do a color pilot half-hour film modernized version of "The Prodigal Son" for a proposed series of Biblical stories.

Family Theatre is a non-profit organization with the purpose of promoting family prayer. While the MBS radio *Family Theatre* series is non-sectarian in concept, the tv films are predominantly Catholic in interpretation. Stars donate their services, but the crew, technicians and musicians receive the minimum wage. The budget for each hour-long film varies between $25,000 and $27,500. Films are assigned to various Hollywood producers, while Family Theatre handles its own distribution. Rev. Patrick Peyton, C. S. C., is executive producer, though he is on the road most of the time with Family Prayer Crusades. Rev. Jerome Lawyer, C. S. C., is associate producer, administrates the group's Hollywood headquarters and produces the radio program. Rev. John P. Lynch, C. S. C., is spearheading Family Prayer Foundation to raise funds to


FOR EMERGENCY USE ONLY
This switch lights sign reminding announcer that "SCOTCH" is a brand name for tape

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

continue the work which is financed by funds donated by people.

Production firms utilized by Family Theatre are Jerry Fairbanks with "The Triumphant Hour" (Easter 1950), "The Joyful Hour" (Christmas 1950), "Hill Number One" (Easter 1951), "That I May See" (Thanksgiving 1951) and "The World's Greatest Mother" (Mothers' Day 1952). Ben Pivar filmed "The Hound of Heaven" (Thanksgiving 1952). Roland Reed Productions shot "A Star Shall Rise" (Christmas 1952) and "Trial at Tara" (St. Patrick's Day 1953).

Group's first tv entry, "The Triumphant Hour," was carried at no charge by 47 stations, a little less than 50% of the total then on the air. "The World's Greatest Mother" was re-released for Mother's Day on 204 stations. For this past Thanksgiving, Father Peyton obtained tv rights to "Dawn of America," Spain-produced feature dealing with Christopher Columbus, which was carried by 288 tv stations, 92.8% of the total on the air at the time.

Roland Reed also produced the group of spot films titled *Inspiration Please,* which last month (April) received the George Washington honor medal from Freedoms Foundation. First series of six 20- to 60-second spots, based on the value of prayer in the lives of great figures in history, is now seen on 185 stations while the second group of six is being readied for fall release. Each film is budgeted between $600 and $800.

While Family Theatre's current films are being re-released to fit the season, additional production is scheduled to start in the fall.

Origin of Cathedral Films

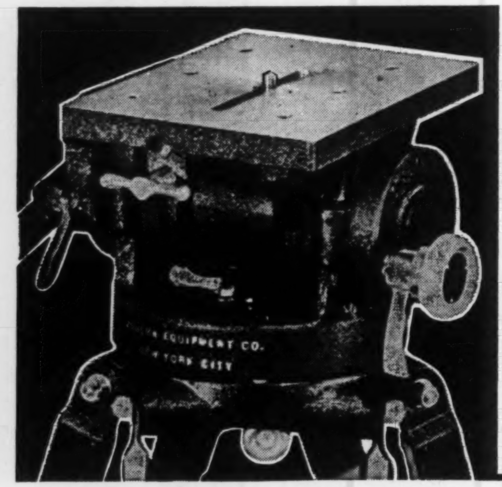
Cathedral Films Inc. was organized 15 years ago by Rev. James K. Friedrich, an ordained Episcopal minister. The non-profit organization has produced more than 50 films with "no attempt to put doctrine into them," making them instead historical documentaries. Commissioned by various faiths to make films for church and Sunday School showings, Cathedral is branching out into tv. "I Behold His Glory," a 55-minute feature in color depicting Jesus' crucifixion and resurrection and completed in seven days, won the top awards from Boston and Cleveland Film Festivals and National Evangelical Film Festival. It was made available to stations and last year 130 stations showed it between Good Friday and Easter Sunday, while this year 258 stations scheduled it in the same time period and portions were used on CBS-TV Fred Waring Easter Sunday program. It was rented by the National Council of Churches of Christ, which in turn gave it to the stations at no charge.

Living Christ series of 26 half-hour films, four of which have been completed by Cathedral, is in production with a budget of $40,000 per film. This series, according to Dr. Friedrich, will need a sponsor, such as an institutional product. Subjects completed are "Holy Night," "Escape to Egypt," "Boyhood and Baptism" and "Men of the Wilderness."

Delta Productions Inc. has completed two pilot films for a total of $120,000, distribution of which is being handled through George Bagnall & Assoc. Photographed by Great Commission Films, which does the *Billy Graham* series for Billy Graham Evangelistic Foundation of Minneapolis, one series is a western musical, *Sunday on the Range.* Non-denominational in slant, the format is built around religious songs by Tim Spencer, one of the Sons of the Pioneers singing group, and others. Designed in the same vein to provide entertainment with a religious motif is "Queen of Sheba," color quarter-hour pilot film in a Biblical series.

Commercial Religion

As "straight commercial film," Delta rents or leases its product at flat fees. Scheduled for production is *Pinpoint Universe,* quarter-hour series of 13 films dealing with microscopic life accompanied by commentary by Rev. Harry T. Woodard, Delta vice president, who gives a spiritual interpretation to the various natural phenomena. Delta, according to treasurer Paul M. Hewitt, draws on talent within the Hollywood Christian group, a non-profit religious foundation whose members, such as Connie Haines,



No More Groping . . .

NEW MODEL C "BALANCED" TRIPOD HEAD gives you correct center of gravity . . . in a Flash!

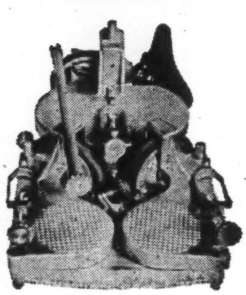
No more groping for center of gravity. The new Model C "Balanced" Tripod Head is equipped with a convenient, accessible positioning handle mounted below the top plate, which allows the operator to reposition the camera to the correct center of gravity. No matter what focal length lens is used on the camera turret, the camera can be balanced on the Model C Head without loosening the camera tie-down screw.

It has all the features which have made the "Balanced" head a gem of engineering ingenuity—quick release pan handle, tilt-tension adjustment to suit your preference. It's a Cameraman's dream!

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case — 18"x 12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

Dolly assembled—with tripod mounted. Also mounts Baby tripod.



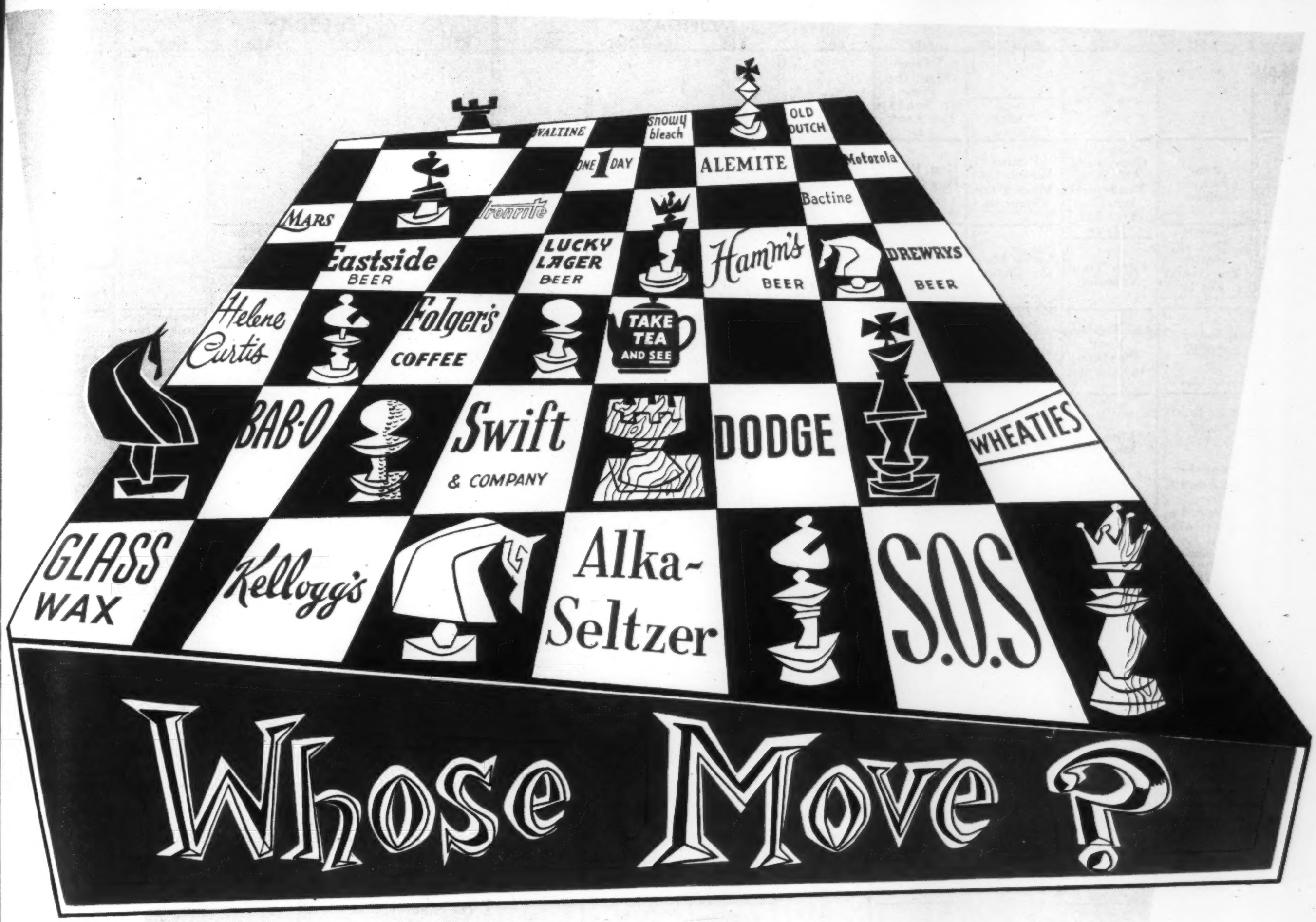
WE SELL, RENT & SERVICE CAMERAS ☆ MOVIOLAS ☆ EDITING & LIGHTING EQUIPMENT Complete line of 16mm and 35mm equipment for rent.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. BELL & HOWELL: Standard, Shiftover, Eyemo. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA Editing Machines. Synchronizers. DOLLIES.

WE CALIBRATE LENSES—Precision "T" Stop calibrations of all types and focal lengths.

FRANK C ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

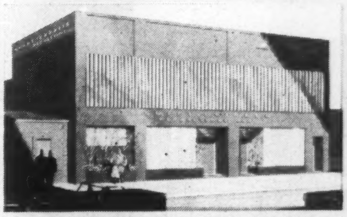
We design and manufacture lens mounts. In fact, we are specialists in all motion picture and TV photographic needs.


VALTINE
snowy bleach
OLD DUTCH
ONE 1 DAY
ALEMITE
Motorola
Bactine
MARS
Eastside BEER
LUCKY LAGER BEER
Hamm's BEER
DREWRYS BEER
Helene Curtis
Folger's COFFEE
TAKE TEA AND SEE
BAB-O
Swift & COMPANY
DODGE
WHEATIES
GLASS WAX
Kellogg's
Alka-Seltzer
S.O.S
Whose Move?

SPEEDY
ALKA SELTZER

It's Our Move! To better serve those advertising agencies and their clients (like those above) for whom we have produced television commercials,
it's our move ...to the newest and most complete studios in Hollywood devoted exclusively to the production of the television commercial.

NEW STUDIOS!



NEW LOCATION!

1136 North Highland Avenue
Hollywood 38, California
Phone HOllywood 2-0761

It's Your Move! We cordially invite you to see our greatly expanded facilities. Newly built stages for both live-action-sound, and stop-motion (including those fabulous stop-motion puppets). Our own complete departments for Art, Animation, Editing, and Creative are all available to you for a more unique, more effective Television Commercial at Swift-Chaplin.

SWIFT-CHAPLIN
Productions, Inc.

Write for our free Booklet "The Big Plus in Television Commercials"

TELECASTING

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC
6:00 PM		The American Week S		Revere Meet the Press alt. Sundays Pan Amer. L									
6:15			Co-op Night Editor										
6:30	Jane Pickens Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F									
6:45													
7:00	Skippy Peanut Butter You Asked For It L	Earn Your Vacation	*Author Meets the Critics*	P&G Cheer Tv Theatre F			Co-op Capt. Video				Co-op Capt. Video		
7:15					John Daly-News		Co-op Marge & Jeff		ReaLemon-News J. Daly		Co-op Marge & Jeff		John Daly-News
7:30	NOW	Am. Tobacco Your Playtime 6/13-9/5		Reynolds Mr. Peepers L	Flight 7 F-S	GM-Oldsmobile News L		Tony Martin Show Toni Co. L	duPont Cavalcade of America	American Tobacco News L		Dinah Shore Show Chevrolet L	Sterling Drug Mark Saber
7:45		Chesterfield Perry Como R. Anthony 6/28-8/20						Camel News Caravan L		Summer Holiday S		Camel News Caravan L	
8:00	On the Boardwalk	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Summer Comedy Hour L	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich	Mogen David Wine Corp. Dollar A Second	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L	TBA	Wrigley Gene Autry Show F	Vitamin Corp. of America The Goldbergs	Midwestern Hayride L	No Net Service
8:15													
8:30					Voice of Firestone	Lever-Lipton Godfrey's Talent Scouts L		Comment L & F		Pharmaceuticals, Inc. Red Skelton L Juvenile Jury 6/22-9/14	Love Story	Assoc. Products Arthur Murray Party L	
8:45													
9:00	Gruen-Am. Safety Razor Corp. W. Winchell	Gen. Elect. Fred Waring 6/27 L, G. E. Theatre 6/6-13-20	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	*Junior Press Conference* S	Philip Morris I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	RCA Victor Show (Dennis Day) L	American Tobacco alt. Dodge Danny Thomas Show	O-Cedar Corp. alt. wks. Carter Prod. Meet Millie L		P&G Fireside Theatre F	*The Big Picture*
9:15	Packard Dealers Present Martha Wright												
9:30		Bristol Myers Man Behind the Badge L	Larus & Bro. Co. Plainclothes Man		Boxing From Eastern Parkway Neutral Corner	Gen. Foods Instant Maxwell Coffee L Red Buttons Show Masquerade Party 6/21-9/13		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents	U.S. Steel United States Steel Hour alt. weeks	Electric Auto-Lite Suspense L		Helene Curtis Top Plays of 1954 F	*Wrestling from Rainbo* L
9:45	Hazel Bishop Dr. I.Q.												
10:00	Dodge Break the Bank	P. Lorillard The Web L		P&G Loretta Young Show F		Westinghouse Studio One L The Westinghouse Summer Theatre 6/21-9/13				Nash-Kelvinator alt. wks. Block Drug Danger L		Truth or Consequences P. Lorillard L	
10:15													
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		Man Against Crime R. J. Reynolds F				Co-op Who Said That L	Van Camp Sea Food Co. Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now L		Mr. & Mrs. North Revlon & Congoleum Nairn L	
10:45							*Ringside Interviews*						
11:00		Norwich Sunday News Spec.				Longines Chronoscope							
11:15 PM													

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
9:00 AM					Breakfast Club Philco Corp. (M., W. & F.) Quaker Oats Tu & Th	The Morning Show M-F 7-9 a.m. Various Sponsors						
9:15												
9:30												
9:45								General Mills, Fri. Ding Dong School L Thursdays: Gerber Prods.				
10:00						Arthur Godfrey See footnote for time *Jack Paar Show* Fri. 10-11 a.m. S *I'll Buy That* Fri. 11-11:30 p.m. S						
10:15		*Lamp unto My Feet* S			Army-McCarthy Hearings							
10:30								One Man's Family F	Animal Time			
10:45		*Look Up and Live* S										
11:00								3 Steps to Heaven P&G L	Ralston-Purina alt. with Nestle Co. Space Patrol	*Winky Dink and You* S		
11:15								Home L				
11:30						Colgate-Palmolive M-F 11:30-12 N Strike It Rich L				Campbell Soup Abbott & Costello (st. 6/5)		
11:45												
12:00 N						Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		Jergens Bride & Groom L		National Dairy The Big Top L		
12:15 PM						Amer. Home All Products Love of Life		Hawkins Falls L				
12:30	Voice of Prophecy Faith For Today L					P&G Search for Tomorrow		Betty White Show L				
12:45		Quaker Oats Contest Carnival L				P&G Guiding Light (M-F)						
1:00	Answers for Americans			*Youth Wants To Know* L		P&G M-F BrighterDay Gen. Fds. Portia Faces Life				Gen. Mills The Lone Ranger F		
1:15												

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N G

	THURSDAY				FRIDAY				SATURDAY				
NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
													6:00 PM
													6:15
													6:30
													6:45
			Co-op Capt. Video				Co-op Capt. Video			TBA		*Mr. Wizzard* F	7:00
	ReaLemon-News J.Daly		Co-op Marge & Jeff		News John Daly		Co-op Marge & Jeff						7:15
Coca-Cola Eddie Fisher	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		Dinah Shore Show Chevrolet L	Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	GM-Oldsmobile News		Coca-Cola Eddie Fisher	Dotty Mack	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L	7:30
Camel News Caravan L		GE Jane Froman Summer Holiday 6/24-9/9		Camel News Caravan L		Chesterfield Perry Como R. Anthony 6/28-8/20		Camel News Caravan L					7:45
GE I Married Joan F	Talent Patrol	Gen. Elec. Meet Mr. McNutley F	DuMont Labs What's the Story	DeSoto-Plymouth Groucho Marx F	Lambert Hotpoint (alt.) Ozzie & Harriet F	Gen. Foods Baker's Food Prod. Mama L		Dave Garroway Show Pontiac Dealers L	*Enterprise USA*	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show L		Bank on the Stars L	8:00
													8:15
Scott My Little Margie F	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F	Tide Water Associated Oil Broadway to Hollywood	Borden Justice L	Pepsi Cola Playhouse	R. J. Reynolds Topper F		Gulf Life of Riley 9/18 F	*Greatest Sports Thrills*			Pet Milk Original Amateur Hour L	8:30
													8:45
Krafts Foods Television Theatre L	Open Hearing	Lever Lux Video Theatre L	Johns Hopkins Science Review	Chesterfield Dragnet F	Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Serutan Co. The Stranger	Simoniz & Amer. C&C Big Story L & F	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L		Saturday Night Revue Armour&Co. Dow Chemi. Lemon Prod. Griffin Mfg. Amer. Chicle GE Cudahy Packing	9:00
													9:15
	Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F	Who's the Boss	General Foods Sanka Our Miss Brooks F		Campbell Soundstage S		Int'l Silver Alt. Wks. Simmons My Favorite Husband L			9:30
									Fight Talk				9:45
Hazel Bishop This Is Your Life L		Philip Morris Public Defender L		U.S. Tobacco Martin Kane	Focus	Brown & Williamson My Friend Irma L	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L	On Guard	Chrysler Plymouth Div. That's My Boy L	Co-op Wrestling from Chicago		10:00
													10:15
		Carter Prod. alt. Toni, Inc. Place the Face L				American Oil Hamm Brewing (alt. wks.) Noxzema Person to Person L	Amer. Chicle DuMont Labs Col. Humphrey Flack			Pharmaceuticals Inc. Two In Love (st. 6/19)		Lucky Strike Private Secretary F	10:30
								Chesebrough Greatest Fights F					10:45
						Longines Chronoscope					11:05 Boyle-Midway Sports Showcase		11:00
											11:20 Wrestling Resumes		11:15 PM

M E

SUNDAY		MONDAY - FRIDAY				SATURDAY			
DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
	Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)			The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week			
							What in the World S		
	No Network Service		Campbell Soup Double or Nothing M-W-F						
			Art Linkletter's House Party (See Footnote) 2:30-3 pm						
			Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Co-op Paul Dixon Show	(st. 6/21) Mrs. U.S.A. L & F				
	American Forum of the Air L		Bob Crosby (See footnotes)		Ask Washington L				
							Racing Jamaica S		
			Woman with a Past S		P&G Welcome Travelers 9/21 L				
			The Secret Storm Am. H. Prod 4-4:15 M-W-F Sus. Tu, Th						
	Quaker Oats Zoo Parade L				P&G On Your Account 9/21 L		Wrestling S		
			Robert Q. Lewis 4:30-5 p.m. S						
	Hallmark Hall of Fame (5-6 p.m. 1 out of 4) L		Best Foods St. 5/5 Wed. 4:45 5p.m		*Pinky Lee Show* L				
			Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.						
	Kukla, Fran & Ollie (5:30-6 p.m. 3 out of 4)				Howdy Doody			*N. Y. Times Youth Forum*	

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:45-4:00 p.m. Corn Products Refining Co.; Tues. 3:45-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Arthur Godfrey 10-10:15 a.m. M. & W. Campana; Tu. & Th. Bristol Myers.

10:15-30 a.m. M. & W. Minnesota Mining & Mfg.; Tu. & Th. Kellogg.

10:30-45 a.m. M. & W. Kleenex; Tu. & Th. Frigidaire.

10:45-11 a.m. M. & W. Starkist Tuna; Tu. & Th. Toni.

11-11:15 a.m. M. & W. Lever Bros.; Tu. & Th. Nabisco.

11:15-30 a.m. M.-Th. Pillsbury.

House Party
2:30-45 p.m., Tu. & Th.—Kellogg
2:30-45 p.m., M., W., Fri.—Lever
2:45-3 p.m. Fri. Bauer & Black.

Garry Moore 1:30-45 p.m. M. Pacific Mills alt. Masland, Tu. Yardley (st 4/6), Wed. Swift, Th. Swift, F. Converted Rice; 1:45-2 p.m. Tue. Comstock Foods, Wed. Swift Peanut Butter, Th. Norge, F. Mystik Tape; 2-2:15 p.m. Tu. Bristol Myers, Th. Seeman Br.; 2:15-30 p.m. W. Simoniz, Th. Kellogg.

Bob Crosby 3:30-45 p.m., Tue—Toni (st 6/15), Thu—Tappan, Fri—Englander; 3:45-4 p.m., Tu. & Th. Am. Dairy, Mon., Wed. & Fri.—General Mills

BROADCASTING TELECASTING

June 14, 1954

Marjorie Rambeau and others, are active in church work.

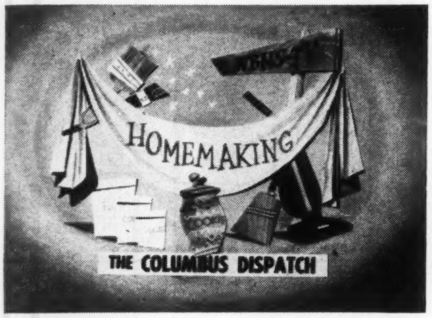
Aimed at release this Christmas season is the half-hour color film, "Christmas Is a Song," which Dudley Television Corp. produced for the Franciscan Fathers of California Inc. Marking the tv debut for the producers of *Hour of St. Francis* radio program, the film features the Padre Choiristers of Santa Barbara Mission, the Eligio Herrera and Jose Manero nativity play and dancing groups with J. Carol Naish as narrator. Richard Goldstone produced and directed for Dudley.

While not a complete picture of religious tv film activity throughout the nation, such a programming trend has gained a definite toehold.

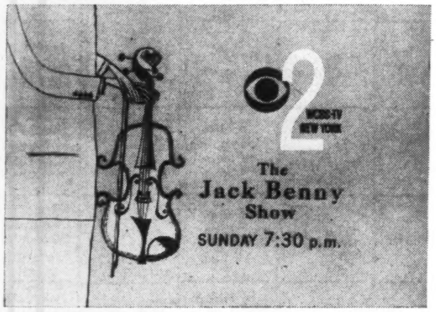
Television, as a "missionary in the home," can surpass the contribution to religion made by the mystery and miracle plays of the Middle Ages, according to J. L. Van Volkenburg, president of CBS-TV. In a recent speech before the Broadcasting and Film Commission of the National Council of Churches of Christ, he said religious tv programming is "a difficult challenge" but "the potential of effectiveness is so great as to justify all the work and expense and long hours of planning."

This type of programming, Mr. Van Volkenburg added, "can bring together the most influential medium in history and the experience of the ministry through the centuries in drawing people to religion."

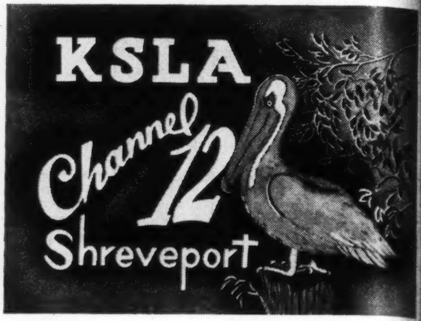
A PAUSE FOR STATION IDENTIFICATION



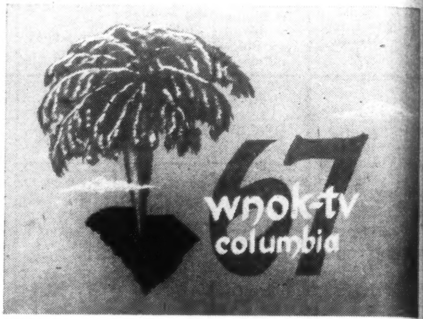
GENERAL slides such as this one are designed to promote block programming—in this case homemaking shows—at WBNS-TV Columbus, Ohio.



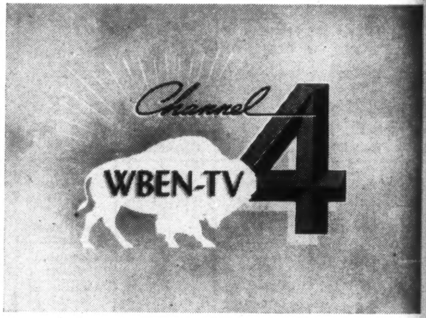
ID TIME at WCBS-TV New York is utilized largely to promote programs televised by the station. Art work, as the violin indicates, stresses show's distinguishing characteristics.



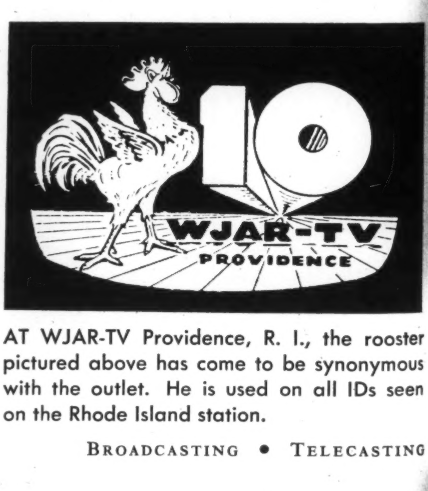
KSLA (TV) Shreveport, La., concentrates on local color in many of its station break announcements. This example features the pelican, Louisiana's state bird.



IN the same vein, WNOK-TV Columbia, S. C., capitalizes on a state trademark in its IDs. The tree shown above on this WNOK slide is the Palmetto, South Carolina's state tree.



BECAUSE of the close association of the name of Buffalo and the bison, the animal is featured on many IDs on WBEN-TV Buffalo, N. Y., ch. 4 outlet in that city.



AT WJAR-TV Providence, R. I., the rooster pictured above has come to be synonymous with the outlet. He is used on all IDs seen on the Rhode Island station.

memo from Ed Hochhauser Jr.

THERE'S "THE GOOD", "THE BETTER" . . .

. . . but there can only be one "best" and we're proud we have it:

In TV Film—The incomparable Encyclopaedia Britannica Films, (available singly, in package units and in library form)

In TV Music—The superb APS TV Production Music Transcription Library.

You should be an APS client—You should have "the best"!

P.S.—APS is "best" in radio too—the APS *full basic radio transcription library has no peer!*

"the library that pays for itself"

APS Associated Program Service

(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4.7400

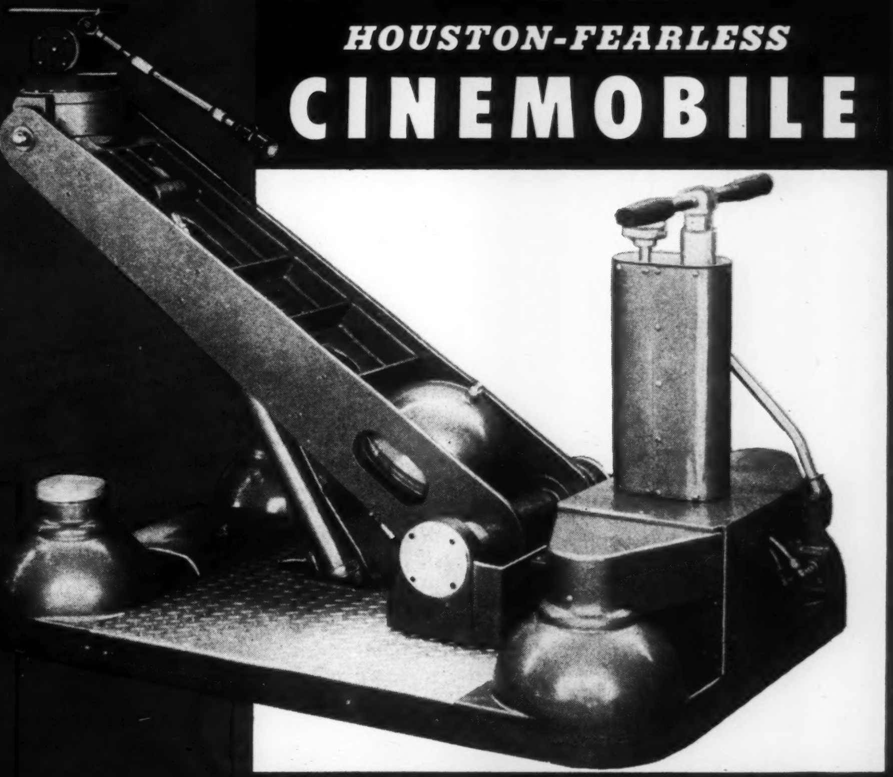
Here is amazing

MANEUVERABILITY

never before achieved!

NEW!

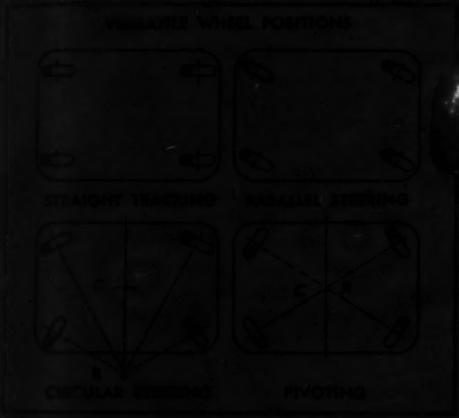
for Film and TV Cameras



HOUSTON-FEARLESS CINEMOBILE

NEW! CIRCULAR STEERING

Entirely new steering mechanism makes possible easy, smooth, sharp turning on own axis or in any desired arc. Wheels can also be locked parallel for straight tracking in any direction.



NEW! HYDRAULIC BOOM LIFT

Camera boom is raised and lowered smoothly, quietly, effortlessly, automatically by hydraulic system. Extreme high and low lens heights are readily achieved even when dolly is in motion.

NEW! MANEUVERABILITY

The extreme flexibility of the steering mechanism makes possible fast positioning in smaller, crowded studios.

NEW! HANDLING EASE

Weighs only 500 pounds. Cameraman and grips appreciate easy dollying, turning, raising and lowering boom.

NEW! LOW SLUNG CHASSIS

Cinemobile is built low down for better balance, greater stability and smoother rolling.

NEW! VERSATILITY

Makes possible a wide range of camera effects formerly achieved only with larger, heavier equipment. Priced to fit the budget of smaller studios.

SEND FOR FULL INFORMATION NOW!

The
HOUSTON FEARLESS
Corporation

THE HOUSTON-FEARLESS CORPORATION
11807 W. Olympic Blvd. • Los Angeles 64, California

Send information on ☐ Cinemobile ☐ Film Processors ☐ All Metal Tripod
☐ Panoram Dolly ☐ Camera Crane ☐ TV Pedestal

Name________________________________

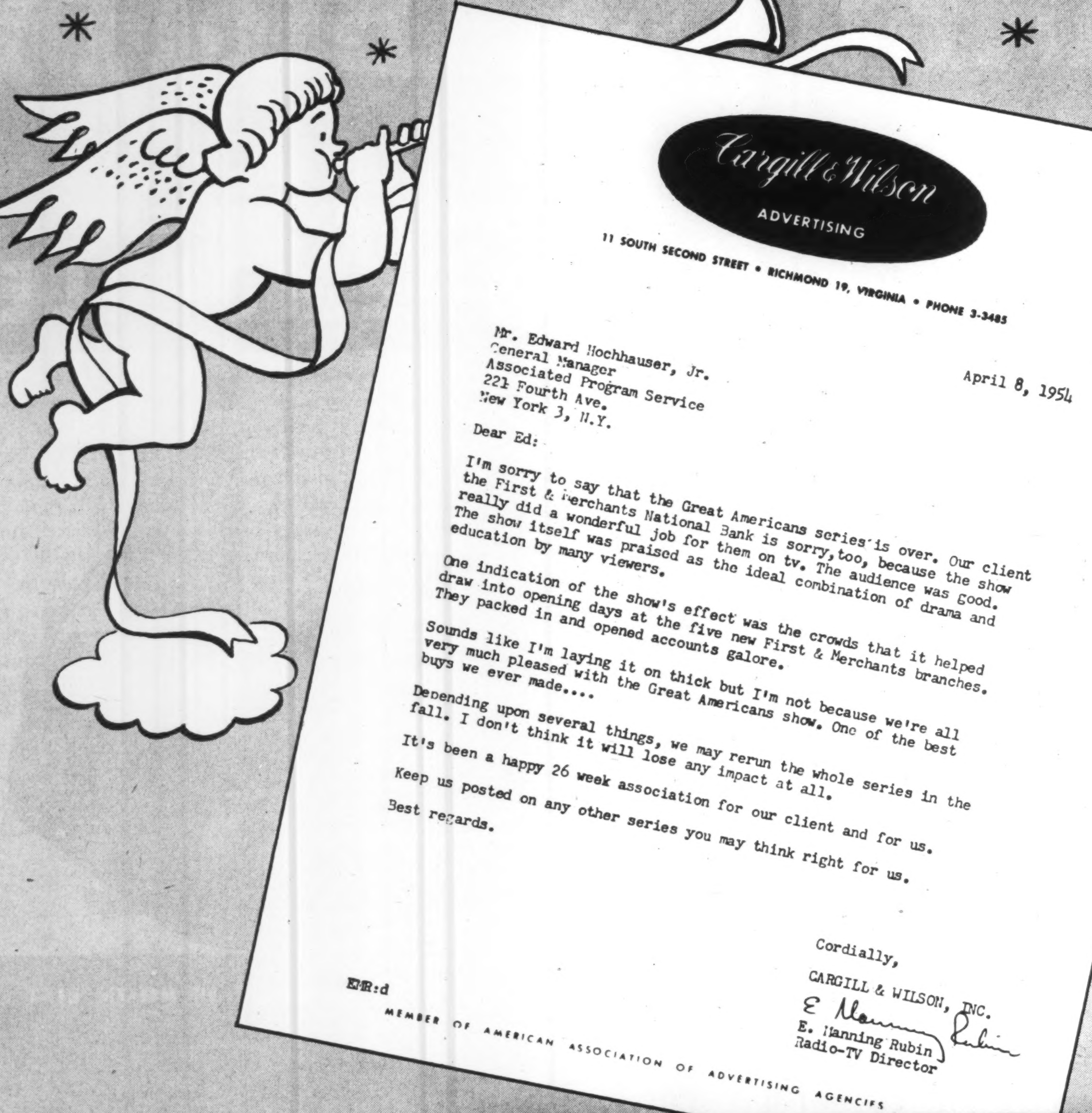
Firm________________________________

Address______________________________

City____________________ Zone_____ State__________

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

They're blowing OUR horn...



Cargill & Wilson
ADVERTISING
11 SOUTH SECOND STREET • RICHMOND 19, VIRGINIA • PHONE 3-3485

Mr. Edward Hochhauser, Jr.
General Manager
Associated Program Service
221 Fourth Ave.
New York 3, N.Y.

April 8, 1954

Dear Ed:

I'm sorry to say that the Great Americans series is over. Our client the First & Merchants National Bank is sorry, too, because the show really did a wonderful job for them on tv. The audience was good. The show itself was praised as the ideal combination of drama and education by many viewers.

One indication of the show's effect was the crowds that it helped draw into opening days at the five new First & Merchants branches. They packed in and opened accounts galore.

Sounds like I'm laying it on thick but I'm not because we're all very much pleased with the Great Americans show. One of the best buys we ever made....

Depending upon several things, we may rerun the whole series in the fall. I don't think it will lose any impact at all.

It's been a happy 26 week association for our client and for us.

Keep us posted on any other series you may think right for us.

Best regards.

Cordially,

CARGILL & WILSON, INC.

E Manning Rubin

E. Manning Rubin
Radio-TV Director

EMR:d

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

GREAT AMERICANS

DOCUMENTED BY ENCYCLOPAEDIA BRITANNICA

• There is no substitute for results! If it's sales you're after, if it's prestige you want, if high ratings are your goal, if unusual merchandising opportunities are important, GREAT AMERICANS is for you—no other TV film series offers so much!

This superbly produced dramatic quarter-hour series brings new meaning to the lives of 26 GREAT AMERICANS and their contributions to our American heritage.

Audition prints are available on request. Write, wire or phone today.

APS

"the library that pays for itself"

Associated Program Service

(A Division of Muzak Corporation)

221 Fourth Avenue • New York 3 • Orchard 4-7400

ADS, WOMEN and BOXTOPS

by DUANE JONES ***as told to Mark Larkin***

Chapter II

CONCENTRATION AND CONTINUITY: TWO AXIOMS TO SELL BY

TO GET results in package goods advertising these days, you have to concentrate your fire power. You can't just open the barn door and blaze away with both barrels of a shotgun, aiming at everything in general and hitting nothing in particular.

For that reason, therefore, the technique of concentration is vitally important in advertising all kinds of package wares in the food and drug fields. This holds true irrespective of whether your problem is introducing a new product, or increasing sales for an established brand.

Advertising, as I see it, is like electricity. It has both voltage and amperage.

Voltage is represented by the media used —radio, television, newspapers, periodicals, etc. And amperage by the power that makes the dynamo go, the power that puts the "sell" into advertising.

Now, to get the most out of voltage and amperage, you must consider the cost of current. For that reason it is important to confine this cost to a single market or to a tight market group on which you can concentrate. Don't pay transmission tolls over high tension lines to innumerable markets and risk resistance that may reduce the voltage and amperage. In other words, take your markets in turn, don't try to raise the level of all at once. Start with a hub and build out; don't begin with the rim of the wheel and try to build in. You buy coverage when you do that but you don't buy sales.

I can't think of a better example to illustrate my point than the experience I had during the first presidential campaign of Thomas E. Dewey, governor of New York. The Duane Jones Co. handled the radio coverage for this campaign, working closely with the Republican National Committee.

In outlining the strategy for this coverage, I suggested that instead of using the shotgun technique and endeavoring to cover the entire country, we concentrate on the six marginal states that, roughly speaking, border the Mason and Dixon Line. In other words, those states adjacent to the Solid Democratic South—states whose political identity at that time was in the doubtful category.

"What is the use," I pointed out, "of spending money for valuable radio time in Republican territory where Dewey is already pre-sold? I see no point in trying to win strong Republican states that are already won. Why not concentrate on those voters who have not fully made up their minds—those fence-sitters on the fringe of the Solid South? I think we can convince many of them that it's time for a change."

As a matter of logic, Herbert Brownell, then chairman of the Republican National Committee, agreed with me, but for purposes of political expediency other policymakers on the committee felt it would be unwise not to include all acknowledged Republican states in the radio coverage. It would be too hard to explain, they said, why they were left out. So despite its admittedly good campaign strategy the technique of concentration was ignored and the shotgun method applied. And when the final count of votes came through, it was reluctantly conceded in the inner circles that Gov. Dewey lost the election by four of those marginal states.

THIS SERIES, CONDENSED FROM A FORTHCOMING BOOK, IS APPEARING EXCLUSIVELY IN B•T.

So with this experience as a mirror, we see what can happen when you buy unlimited coverage without buying sales. But there is another side to the picture, of course, so let's turn a few more pages in the Book of Experience until we find a rosier view.

In passing, however, let me say that whenever I think of concentration as a technique, there comes to mind the philosophy of that master marketer, Frank Hummert. During the six years I spent with Blackett-Sample-Hummert, I never ceased to marvel at Mr. Hummert's shrewd analyses of sales problems.

"When it comes to selling goods," he used to say, "I'll take a loyal and responsive radio audience of 100,000 any time in preference to a million casual listeners."

I have found that a sound sales build-up is reasonably easy to accomplish if you make the right approach to it. We had an instance not long ago wherein the problem was to increase sales east of the Mississippi river for 7-MINIT Ready-to-Make Pies, a food product put out by National Selected Products Inc., which is one of our clients.

Instead of dissipating our fire power over the entire territory, we concentrated on our markets either one by one or in convenient groups, using spot radio on local stations as our principal approach, supplemented by advertising in local papers.

Our yardstick for sales was a premium deal, of course—in this case a silver dollar offered for seven boxtops obtained by purchasing seven packages of 7-MINIT Pies at an average total cost of $1.89. Since there are six varieties of these pies, this gave housewives an opportunity to sample all six varieties, with one over for good measure.

Economically, the deal was to the housewife's advantage. By sending in the boxtops she got seven pies for only 89 cents, for in return for her boxtops she received a new, shiny silver dollar, which not only provided a neat saving on her purchase but gave her a novel souvenir. East of the Mississippi, silver dollars are a rarity. So her premium had value both intrinsically and as a curiosity.

In consequence the premium pulled so well that when the arithmetic was worked out on the deal, we found that new customers were costing us only 15 cents apiece, a real bargain, to say the least, for a new product.

Another case history of concentration versus general blasting concerned Bab-O, a household cleanser that went from zero to first place in its class, under our technique of direct fire. Bab-O was a pioneer account in the Duane Jones Co. With two others it helped to get the agency airborne when it first took off in 1942.

First, Concentration

When I first got the account, the company's advertising was confined to a once-a-week break in two Sunday supplements.

We canceled one supplement, and used the other, because of its larger circulation, as a holding campaign. Then we launched an 18-station radio drive over NBC, that concentrated its fire power in markets with a high sales potential for the product. We accomplished this by means of a soap opera that gave us two commercials a day, Mondays through Fridays, making a total of ten commercials per week. And every three months we tied a premium deal to this program, writing it into the script so that we got a six weeks' advance build-up for the offer.

This strategy worked so well that we eventually added a daytime serial on CBS, at a different time of day naturally, thus covering another gigantic market.

Over a seven-year period sales rose from 600,000 cases of 24's per year to 5,100,000 cases, thus pushing Bab-O up to Number One in the cleanser market.

This feat made merchandising history, setting a pattern that has since become standard practice for all who handle package goods advertising. It resulted in obtaining new customers at the amazingly low figure of 8.7 cents each, which still stands as a record. As a result, Bab-O won 51% of the cleanser market, climbing gradually from seventh to first place.

When you set out to concentrate your advertising fire power, it is important that you be equipped budget-wise to pay the price of admission into the market you want to invade. If that sounds technical, or like double-talk, then let's look at it this way: Suppose you wanted to get a close-up of a Broadway show, a hit musical, say, with a swell line of shapely chorus cuties. That close-up would cost you $6.60 per copy for orchestra seats situated where you could fill both eyes with the enticing view that your heart desired. If you wanted company, someone to confirm your taste in pulchritude, the cost for two would be $13.20, not counting the brokerage fee.

Now you could see that same show for less, of course, but the view would be obscured by distance. You wouldn't get that intimate close-up of the feminine form in rhythmic motion that your esthetic soul so earnestly craved. So you would suffer an emotional loss, a let-down that left you with a sense of frustration, a feeling that something was amiss, all because you were not financially equipped to invade the market of your choice. In other words, assuming for purposes of comparison that you were down to 80 cents, it would be much better judgment to go to a neighborhood movie in the Bronx. There you would be concentrating on a market you could afford to invade.

So in the final analysis, it's a matter of relativity. Which gives us a rule to go by, a definite technique that can be specifically applied in advertising package products. Let's write it down this way: "Concentrate your fire power on a market you can afford to invade, one for which your budget is big enough to pay the cost of admission."

ONE day shortly after a jury in the New York Supreme Court handed down that $300,000 verdict in our favor in our recent conspiracy suit, I was waiting in the lobby of the Ambassador Hotel to keep an appointment.

As I watched the people come and go, a friendly hand gripped my shoulder. I looked around and there stood the great Edward H. Little, chairman of the board of Colgate-Palmolive.

"Just want to congratulate you on winning your case, Duane," he said, then he grinned and added, "and I see you still know how to sell shave cream."

Praise from a Competitor

That last remark made me feel particularly good. He was referring to a campaign we had run for Mennen Shave Creams. And coming from Ed Little, that comment constituted a super-compliment, for it was praise from a competitor—and what a competitor! There was a personal angle too, for Edward H. Little had been president of Colgate-Palmolive-Peet at the time I handled the SuperSuds account for Benton & Bowles. And like Bill Benton he had entertained grave misgivings about offering flower seeds as a premium for SuperSuds, a prize C-P-P product. After the premium succeeded, however, and it became apparent that it would pioneer a whole series of package goods advertising techniques, he was among the first to tip his hat to a new trend.

The Mennen campaign had been a standout success because it was based on continuity. In fact, it was an irrefutable confirmation of the value of this ten-letter word as a package goods advertising technique. I had learned it years before as one of the facts of life in advertising, learned it the hard way too through the great game of trial and error.

Since the Mennen campaign showed so graphically how continuity can be successfully applied, it seems fitting that I use it here as the text of what I have to say—as a sort of theme song, if you like. However, let me warn all that it will interest women only vaguely. Although almost all package goods advertising appeals to the distaff side of the buying public, I am now about to discuss an angle for men only, one in which housewives have little or no concern.

Yet I cannot deny that even in men's shaving habits there's a feminine influence. Actually, if it were not for the women, bless them, men might never shave, or at least not very often. So what I say here will be indirectly motivated by a feminine aspect, whether I try to make it so or not.

When we first took over the Mennen account, the firm relied entirely for its radio sales pitch on an extremely expensive evening musical show. This program featured two commercials and was heard only once a week in the fashionable dinner-hour time bracket. That, by and large, was the sum total of Mennen's radio activities. But they had representation in printed media, of course, which was their main road to market.

I pointed out to Sem Dieterich, vice president and a key Mennen executive until his untimely death late in 1953, that in my opinion the company was facing a roadblock in its sales strategy insofar as shave creams and men's toiletries were involved.

"How do you figure that?" Mr. Dieterich asked.

"Well," I said, "how many men do you think shave at dinner time?"

Sem shrugged. "Not many, I guess."

"Besides, you're beaming your programs at a mixed audience—men, women and children. All are interested in music but not all in shaving, at least not at that time of day. Furthermore, you're telling your sales story to this audience only once a week. That's like telling a man he ought to shave every seven days. Since he shaves every day, why not tell him every day what to shave with?"

"But," Sem objected, "that would cost a fortune. Our show already runs into terrific costs. We couldn't spend that kind of money every day, it would be ridiculous!"

"Sure would," I agreed, "and it would be equally ridiculous to ask you to."

"Then what do you suggest?"

Until we took over the Mennen account, I had met F. Semler Dieterich only once. That was casually, at White Sulphur Springs where I'd gone to make a speech. But I'd long known of Mr. Dieterich as a supersalesman and top executive. Otherwise he'd never have been a veepee for Mennen. The sales picture there for shaving accessories hadn't looked good to Sem, so he had turned the advertising over to us. The Duane Jones Co. had a reputation for hard selling, and Sem wanted more sales.

Jones Takes the Ball

When he asked me to suggest something, that meant he was passing the ball, and I knew I'd better gain some yardage.

I took a deep breath. "Why not try continuity?" I asked.

Sem looked a little blank. "Continuity?"

"Yes. Continuity will give you frequency and repetition. Continuity will put your sales messages in sequence. Continuity will multiply and intensify their impact."

Sem then asked the 64-dollar question. "What will it cost?"

"It comes cheapest by air," I said. "By an analysis of our premium returns, we have been able to make a breakdown of comparative costs per inquiry on four major media. Radio, for example, will give you a cost per inquiry as low as 8.7 cents. Sunday supplements, 22 cents. Newspapers, 37 cents. Magazines, $1.17.

"Well," Sem said, "radio looks like our best bet."

"For your products, yes. Radio used alone will give you 100% of value. Publications used alone will also give you 100% of value. But when you use the two together, you don't get just 200% of value, you get 300%, for combining the two adds an extra 100% of sales power. In any hard-selling campaign, it's smart to take advantage of that extra 100%."

Sem tapped his desk, deep in thought. "Okay," he said at last, "I'm sold. But where does continuity come in?"

Sell 'em While They Shave

"In buying your radio time. Since men shave in the morning, let's buy morning time. You can get it for half what you'd pay at the maximum night-time rate. Let's buy it every day in the bracket between 7 and 8:30, five days a week, Mondays through Fridays. That will give us continuity. Your sales messages will repeat themselves at the same time every day on the same station to the same audience—*your* audience, your potential customers. A smaller group, maybe, but an audience of nothing but prospects. And instead of reaching them once a week, you'll reach them five times a week. You'll reach men while they're shaving, or preparing to shave, or who have just shaved. Consequently shave cream will be on their minds."

"Sounds like good sense," Sem said, "so go ahead."

The next trick was to get the kind of radio time that would give us continuity. Making a sales pitch is one thing, delivering the goods is another. So I told Reggie Schuebel our problem and Reggie got busy. Reggie headed our radio department.

Well, it wasn't easy. We went through the usual sales smog of newscasts, spots, station breaks, and all that, for Reggie's clarion call had penetrated the innermost sanctums of countless sales offices. Not only network offices, mind you, but sales departments of individual stations. We were after time that would pinpoint selected markets, not shotgun coverage that would scatter our fire into barren territory.

The going got so rough that I finally decided to try something different, something so far off the beaten path that it looked like a blind alley. I decided to use comedy as a sales pitch—an idea so crazy I didn't dare say it out loud.

Reggie's call for time had reached Ford Bond, a radio "great" in the realm of announcers. Backed by more than 30 years of air experience, Ford had turned producer. He had announced the *David Harum* serial for us under Bab-O's sponsorship, so I turned to him as a natural for first aid on production.

Ford put at our disposal a stable of talent and a bagful of bright ideas.

After much trial and error, and no end of tentative testing, we built a series of five-minute comedy shows called *Fun at Breakfast*. To us they were terrific, practically colossal. Good programming, swell entertainment, just the right amount of "sell." Nothing like them had even been tried before. They added up to another "first." Tom Howard and George Shelton, the popular comic team, were our stars.

To say we were pregnant with expectancy is putting it mildly. First we plattered the shows. Then we arranged to schedule them consecutively, one a day, Mondays through Fridays, each on an individual station. We took a limited number of stations at first, selecting the ones we felt would reach responsive audiences. That, we felt, would be the most effective test.

A $750,000 budget was at stake, and that ain't hay! It later went to a million-eight. The question was: Would the radio public buy these tabloid programs? Would early morning listeners accept this continuity idea, dressed as it was in comic clothing?

There was no way of telling. The whole idea was new. We had no precedent to go by.

Well, we didn't have long to wait. The suspense was intense but short. It was like facing a firing squad. In no time it was over. To our delight and great relief, *Fun at Breakfast* caught on. It was an instantaneous hit. Men liked it, so we relaxed. Moreover, men listened while shaving. We knew because orders for Mennen shave creams hit a sharp upswing. The company's sales curve began to rise. And best of all, Sem Dieterich's face really beamed.

During the first six months of the campaign, Mennen's Brushless Shave rose from eighth to fourth place. But the marvel of the market was the upward surge of Mennen's Lather Shave. This cream climbed from seventh to second place, thus setting a record that has yet to be topped in the shave cream field.

That's why I felt so good when Ed Little said that day, "I see you still know how to sell shave cream." Colgate shave cream, which he controlled, was Mennen's strongest rival.

But the purpose of all this talk is not to present another advertising victory wrapped in a package of personal triumph. Not at all. The moral of our story is that CONTINUITY, spelled in all-caps, is an ultra-important technique, one of the most important in package goods advertising. And believe me, I have found this to be axiomatic on all my excursions into the vast domain of the American housewife, where boxtops hold sway. For continuity is as potent for women as it is for men—yes, anytime, and regardless of the product.

(To be continued next week.)

Editor's note: In his next article in this exclusive series, Mr. Jones will tell how a modern technique of package goods advertising was borrowed from the ancient Greeks. He will also describe the invention of the can band, a powerful point-of-sale merchandising device.

A DUANE JONES SUCCESS STORY

THE LATE Claude C. Hopkins, famous copywriter for Lord & Thomas whose exploits were introduced in last week's chapter, once wrote: "The two greatest faults in advertising lie in boasts and in selfishness."

Chester A. Barth, president of National Selected Products Inc., heeded that adage when his company (and Duane Jones Co.) introduced 7-MINIT Fluffy Frosting a year ago. As an inducement to buy and try the frosting, housewives were offered their favorite cake mix free (not to exceed 40 cents).

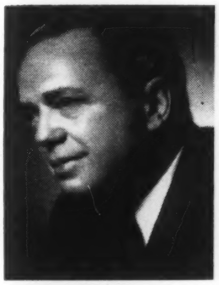
The buyer actually purchased both products, but by sending in a 25-word letter and enclosing the frosting envelope and the cake mix boxtop, could get the 40 cents refunded. Low redemptions plus increased sales were counted on to protect the advertiser.

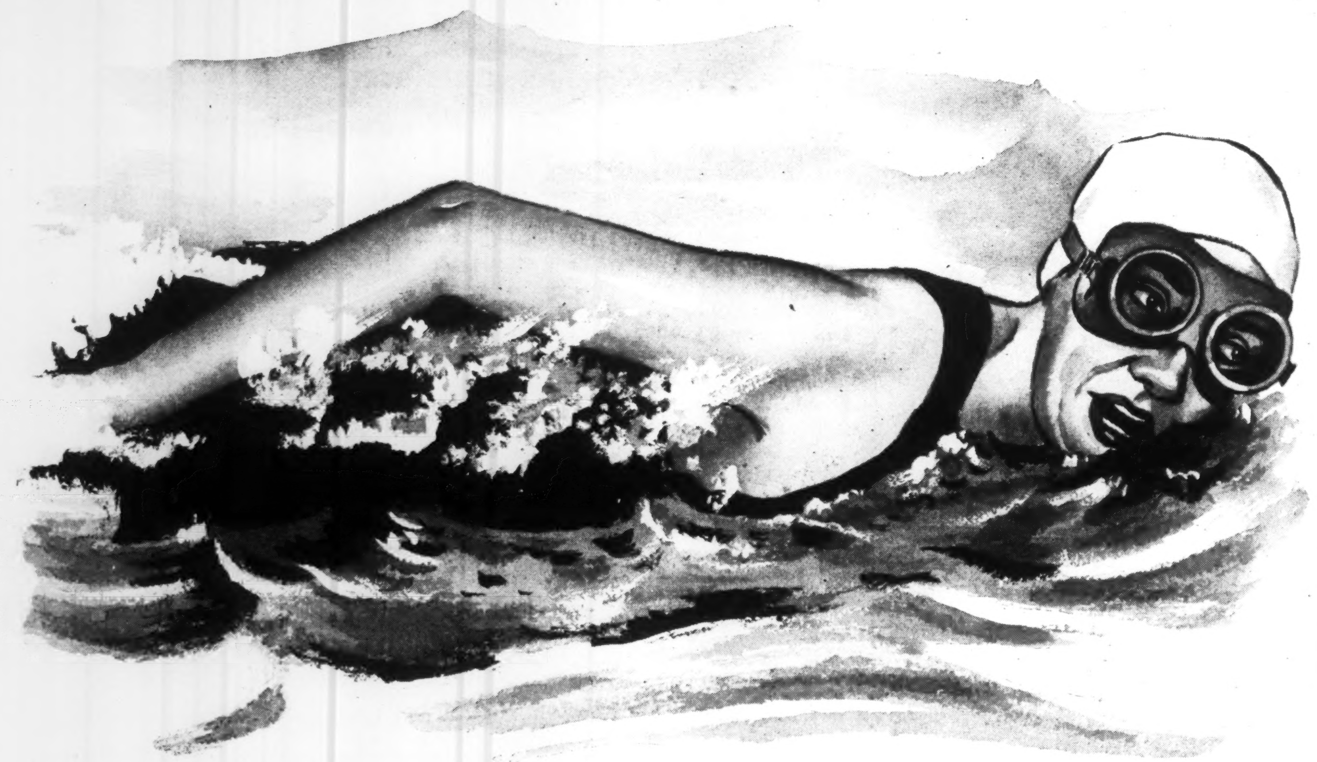
Thus did Mr. Barth and company follow Mr. Hopkins' guide:

(1) The ad copy didn't boast (the headline read simply "Your Favorite Cake Mix FREE When You Try Fluffy Frosting"),

(2) The proposition was unselfish (the consumer could get 65 cents worth of merchandise for only 25 cents), and

(3) Result: In addition to selling Fluffy Frosting the advertising helped to sell ALL brands of cake mix without cost to the makers. So the cake mix manufacturers got behind the campaign and helped to sell Fluffy Frosting because it helped them to sell cake mix. In that way 1,000 cake mix salesmen were added without cost to National Selected Products' sales force of 12. Sales were increased for all the products. This and other package goods sales techniques are credited with increasing business for National Selected Products Inc. 1,000% in the last three years.


MR. JONES



You Might Swim The Channel In 12 Hrs., 43 Mins.—*

BUT . . . YOU NEED WJEF RADIO TO SET RECORDS IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

WJEF is the Number One station in Metropolitan Grand Rapids—Western Michigan's Number One market.

There are 116,870 radio homes within WJEF's Metropolitan Grand Rapids Area. Conlan figures, left, show that WJEF gets 12.6% more morning listeners than the next station, 25.2% more afternoon listeners and 9.6% more evening listeners. *And WJEF costs less, morning, afternoon and night!*

AM—TV—FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

**This women's record for the English Channel was set by Brenda Fisher of England, in 1951.*

COOK TAKES OVER KMBC-AM-TV, KFRM

Following FCC approval to sale of stations by industry pioneer Arthur B. Church, the former WHB owner announces executive and policy changes. Don Davis and John Schilling, former WHB officials, become vice presidents of KMBC; Higgins is sales head.

EXECUTIVE changes and policy were announced last week for KMBC-AM-TV Kansas City following FCC approval to the purchase of the properties by Cook Paint & Varnish Co. for $1.75 million from pioneer broadcaster Arthur B. Church [B•T, April 26]. Cook merges its share time WHB-TV with KMBC-TV into a fulltime operation on ch. 9 as KMBC-TV.

In turn, FCC approved Cook's sale of WHB radio for $400,000 to Todd Storz and family (see separate story).

The KMBC sale to Cook also includes sister station KFRM Concordia, Kan.

In a joint statement, Don Davis and John T. Schilling, WHB executives, said "no immediate changes in the program structure and public interest programs of the Midland Broadcasting Co. stations [KMBC] are contemplated, according to program plans filed with the FCC. Therefore, there will be no immediate changes in the KMBC-KFRM and KMBC-TV staffs beyond those which must be expected at time of a complete change in ownership.

MR. DAVIS

MR. SCHILLING

"The name WHB Broadcasting Co. will be changed to KMBC Broadcasting Co., which will continue the operations of Midland.

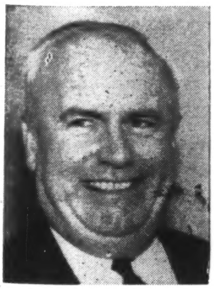
"Mr. Davis will be first vice president of the KMBC corporation, will serve as chairman of the programming board and will have direct responsibility for sales, advertising and promotion.

"Mr. Schilling, who built the original WHB in 1922, will be vice president and general manager."

The joint statement said George Higgins of KMBC joins the Cook organization as sales manager for radio and tv.

The KMBC stations will be represented for national sales by Free & Peters.

Dick Smith, who originally was with KMBC and joined WHB in 1932, returns to KMBC as director of radio. Mori Creiner Jr., with WHB from 1948-50 when he joined Rogers & Smith Adv., and who rejoined the Cook organization last summer as director of television, will serve in the latter capacity on KMBC-TV.



MR. HIGGINS

Ken Greenwood, assistant director of television at WHB-TV, whose call will be deleted, continues in that capacity with fulltime KMBC-TV.

Henry Goldenberg, who with Mr. Schilling built the original WHB in 1922, will be chief engineer in charge of both radio and television for Cook. "Some necessary adjustments in the technical staff will be made as ch. 9 becomes a one-station operation," the statement explained.

Transmitter Work Underway

Progress on the new KMBC-TV transmitter for full 316 kw ERP, with its 1,079-ft. tower at 23d and Topping Sts., is now underway and completion is expected late this summer, the announcement said. New 50-kw RCA transmitter, equipped for color, is due July 15.

Cook Paint & Varnish Co. entered the broadcasting field in 1930 when it bought WHB (then a daytime station) from Sweeney Automotive & Electrical Co. WHB joined the Mutual network in 1936 and became a full-time station in 1948. Its tv activities joined those of KMBC-TV last August, when both stations began share-time operations on ch. 9.

Cook "looks forward to even greater public service to radio listeners and television viewers as a single ownership tv station takes over the operation of ch. 9," the announcement said, "and the program services and facilities of KMBC and KFRM are expanded."

The operations of the KMBC Broadcasting Co. will be under the general supervision of certain of the officers of Cook Paint & Varnish Co., the parent company. John Cash, vice president, will continue his advisory work with the radio and television stations. Lathrop G. Backstrom is president of the newly-named KMBC Broadcasting Co., and Robert B. Caldwell is chairman of the board of directors.

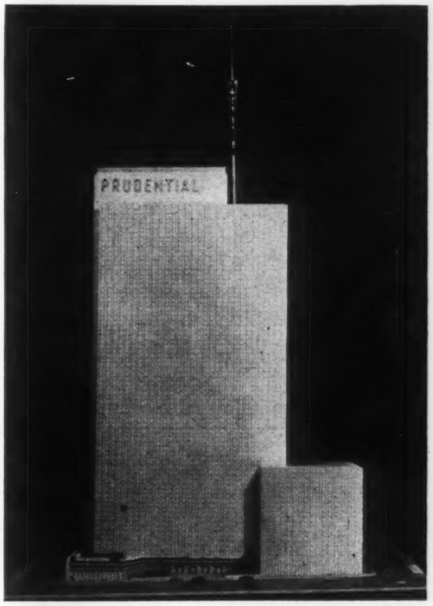
Present WHB-TV studios and offices in the Power & Light Bldg. will be moved immediately to the KMBC Bldg. at 11th and Central Sts. in Kansas City, where the main tv studio accommodates sixteen permanent sets, a rear-vision projector and facilities for audience participation shows.

Camera equipment now will include the extensive combined facilities of both WHB-TV and KMBC-TV, it was pointed out. The building houses a 2,600-seat theatre used for radio and tv program originations.

See Greater Service

"Over the years," Mr. Davis said, "Cook's has built WHB radio, and later WHB-TV, into stations rendering a fine service to the community. Now, with the acquisition of the KMBC properties, and full-time on ch. 9, and with our CBS affiliation in both radio and television, all of us have a greater opportunity as well as a greater responsibility to operate radio and television stations that will be outstanding, not only in the heart of America, but in the nation.

"This we are determined to do, with the wholehearted cooperation of everyone connected with this new and progressive organization now taking stewardship of the Midland properties."



MODEL of the Prudential Bldg. in Chicago shows the new WGN-TV antenna, to be completed in the summer of 1955 [B•T, June 7]. Antenna will tower 925 feet above street level—315 feet higher than present one atop Tribune Tower—and enable the *Chicago Tribune* station, with transmitter there, to increase power from 120 kw to maximum 316 kw in early 1956. Prudential Insurance Bldg., at Randolph & Michigan Blvd., is now under construction and will be ready for occupancy in December 1955. The station has acquired lease for 3,000 square feet of floor space and is planning color tv operation there.

WHB Personnel Changes Announced by Storz

PERSONNEL changes for WHB Kansas City were announced last week by Todd Storz, vice president and general manager of Mid-Continent Broadcasting Co., following FCC approval to purchase of the Kansas City outlet for $400,000 from Cook Paint & Varnish Co. Cook takes over operation of KMBC-AM-TV Kansas City (see separate story).

Mid-Continent also operates KOWH Omaha and WTIX New Orleans.

New manager of WHB is George W. (Bud) Armstrong, formerly WTIX manager, Mr. Storz said. Mr. Armstrong is replaced at WTIX by Fred Berthelsen, heretofore WTIX sales manager.

Virgil Sharpe, a 20-year veteran in Omaha radio and for two years sales-program director

MR. STORZ

MR. ARMSTRONG

MR. BERTHELSEN

MR. SHARPE

of KOWH, is elevated to the post of KOWH manager.

Named to the newly created post of director of engineering for all three Storz stations is Dale Moody, formerly KOWH chief enigeer. William Baldwin is appointed chief engineer at KOWH. He formerly was with KBON Omaha.

Two More Tv Stations To Start Operations

TWO new tv stations are reported set to begin regular programming. KVDO (TV) Corpus Christi, Tex. (ch. 22), was to start yesterday (Sunday), and WDBO-TV Orlando, Fla. (ch. 6), is due to start tomorrow.

KVDO's start gives Corpus Christi its first tv station. The outlet is represented by Adam Young Jr. Inc.

WDBO-TV also will bring the first local video outlet to its community. Affiliated with all four networks, WDBO-TV is represented by John Blair Inc.

Reports from other stations:

KQED (TV) Berkeley, Calif. (ch. 9), educational, has completed four weeks of program previews and officially started regular operations with a one hour program last Thursday. KQED's start raises the number of operating educational outlets to six.

The American Television Co., which received a tv grant for ch. 5 June 3, will start operation with 50 kw power. Starting target date has not been confirmed.

Others starting soon include: WMSL-TV Decatur, Ala. (ch. 23), June 21; WBOC-TV Salisbury, Md. (ch. 16), June 21, and WLAC-TV Old Hickory-Nashville, Tenn. (ch. 5), June 27.

NO WINDOW SHOPPING IN TOPEKA

Topeka folks don't window shop—they BUY! Topeka ranks 14th in the U. S. in Consumer Spendable Income* with $6,804 per household . . . that's $1,558 (29.7%) above the national average!

TV SELLS 'EM

America's 14th market has only one TV station — WIBW-TV. Right now, we're delivering 52,472 homes on interim operation. But when they've tightened the last bolt on our new 1000 foot tower, we'll hand our advertisers well over 100,000 of these ready and able to buy families.

CBS—DuMont—ABC Interconnected

* Consumer Markets—1954

13 WIBW-TV

The Kansas View Point

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

ANTICIPATING commencement in July, WTHI-TV Terre Haute signs its first contract—with R. J. Oil & Refining Co., an established radio client of WTHI. L to r: Joseph E. Sparks, Heaton-Sparks Adv. Agency; Mrs. Zola Van Reed, sales representative of the ch. 10 permittee, and Don Smith, oil firm's sales manager.

Kelly Maddox Appointed General Manager of WJBO

APPOINTMENT of Kelly Maddox as general manager of WJBO Baton Rouge, La., was announced last week by the station. He succeeds Charles Garvey, who has been named advertising manager of the *Baton Rouge State Times-Morning Advocate*. The newspapers are under the same ownership as WJBO.

MR. MADDOX

Mr. Maddox, a 25-year veteran in radio, formerly was with KPLC Lake Charles, La. His longest tenure was with WFAA Dallas from 1941 to 1952 when he resigned as assistant to the general manager to become radio-tv director of the Couchman Adv. Agency, Dallas.

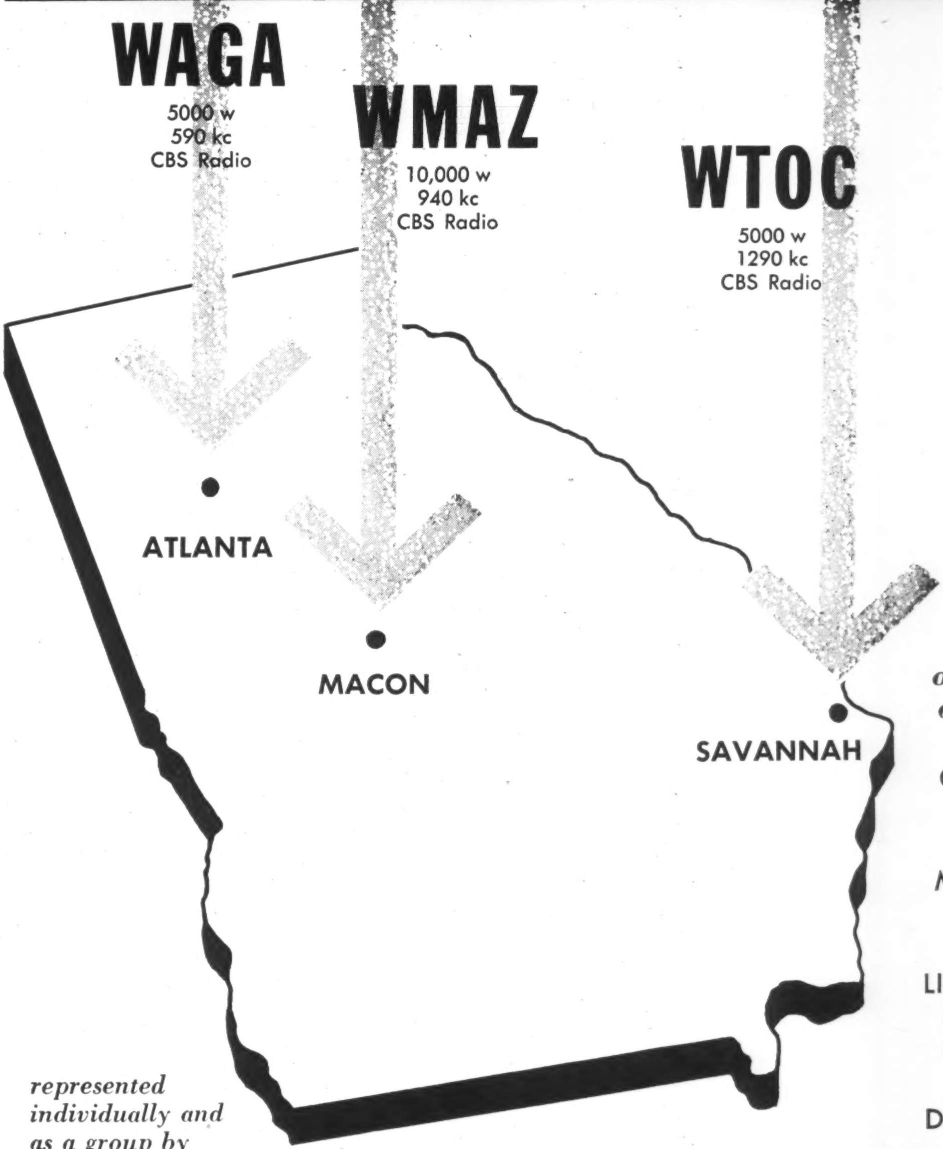
Robert H. Swintz Succumbs

ROBERT H. SWINTZ, 59, former manager of WSBT South Bend, Ind., died of leukemia June 4, following a long illness. Mr. Swintz managed the South Bend Tribune station for almost 20 years before retiring in February 1953. He joined the radio staff as manager in September 1934, and was still actively connected with WSBT-AM-TV until a few weeks ago when failing health forced him to give up his duties.

He is survived by his wife and two daughters.

Only a combination of stations can cover Georgia's major markets.

The Georgia Trio


WAGA
5000 w
590 kc
CBS Radio
WMAZ
10,000 w
940 kc
CBS Radio
WTOC
5000 w
1290 kc
CBS Radio
ATLANTA
MACON
SAVANNAH

The **TRIO** *offers advertisers at one low cost:*

•

CONCENTRATED COVERAGE

•

MERCHANDISING ASSISTANCE

•

LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING

•

DEALER LOYALTIES

In 3 major markets

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

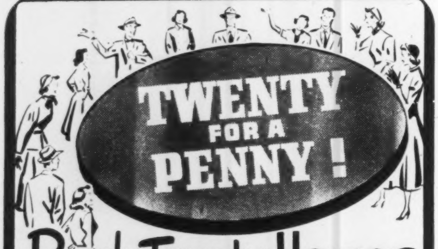
ATTENDING the first of a series of round-table discussions dedicated to mutual problems in television advertising between sales staff members of WBAL-TV Baltimore and local advertising agencies are Charles E. Emery (foreground), board chairman, Emery Advertising Corp., and his staff members: (l to r, seated) R. O. Highleyman, W. B. Lebherz, C. R. MacLellan, Burt Davis, H. C. Schuckle and W. A. Hatch. Standing (l to r): Merritt Trott, assistant sales manager, and William Mason and Wall Matthews, all of the WBAL-TV sales staff.

WBAL-TV, Local Agencies Begin Series on Tv Use

MUTUAL problems of tv stations and local agencies, use of tv by a new product with limited budget and assistance by stations to agencies in sale of tv as a medium all were discussed at the first of a series of roundtable sessions which began last fortnight between the WBAL-TV Baltimore sales staff and local advertising agencies.

The talks, initiated by WBAL-TV's sales department, will be held with individual agencies through August. The first talks were held by WBAL-TV's Assistant Sales Manager Merritt C. Trott, Wall Matthews and William Mason, with members of Emery Advertising Corp.: Charles E. Emery, board chairman; Herb C. Schuckle, president; and Robert O. Highleyman, William B. Lebherz, Burt Davis, W. A. Hatch and C. R. MacClellan.

No direct sales pitches entered the discussion, according to WBAL-TV, which said that, rather, both groups concentrated on the best way to present tv as a medium to potential advertisers and on clarifying tv advertising techniques. The station said the series was inaugurated on the theory that informal exchanges might clear the air for future sales and mutual benefits.


TWENTY FOR A PENNY!

Reach Twenty Homes for a Penny on Regional Radio WOW

WOW's cost per thousand homes reached is the lowest in the area.

	8 Sec.	Chainbreak	Minutes
Radio WOW	$ .17	$ .48	$ .59
B Station	.51	1.01	1.01
C Station	1.17	2.33	2.33

For more information contact JOHN BLAIR, *Rep.* — BILL WISEMAN, *Sales Mgr., 200 Insurance Bldg., Omaha, Nebraska, or Phone WE. 3400.*

REGIONAL RADIO
WOW
OMAHA 590 • NBC Aff.
A Meredith Station
JOHN BLAIR & CO., Rep.

Mary McKenna Heads WNEW Research, Sales Development

MARY L. McKENNA, timebuyer supervisor, Benton & Bowles, New York, has been appointed director of research and sales development of WNEW New York [B•T, June 7], Richard D. Buckley, president and general manager of WNEW, announced last week.

MISS McKENNA

Miss McKenna had been with the agency since 1942.

Since Miss McKenna's background embraces almost all aspects of the broadcasting field, ranging from media-research through timebuying and broadcast supervision, Mr. Buckley emphasized that a greater integration between the function of research and the specific needs of radio sponsors can be accomplished through the launching of special research projects as well as constant re-examination of research results under Miss McKenna's supervision.

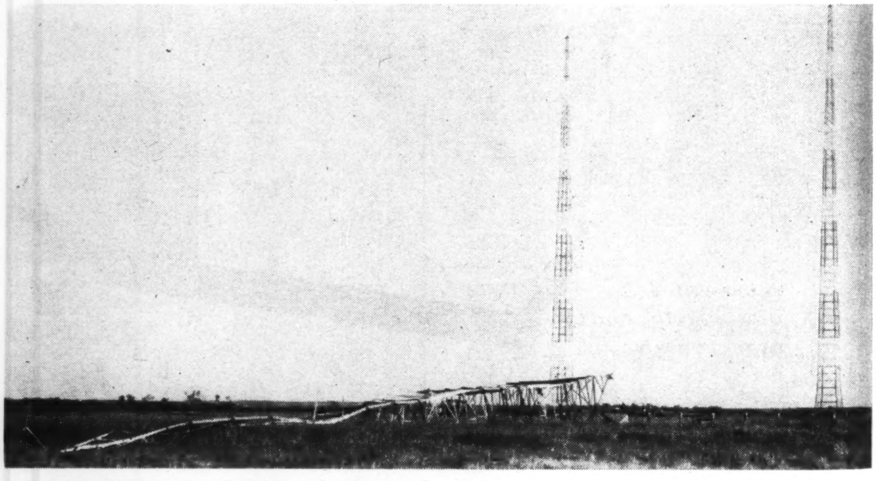
In addition, Mr. Buckley said, the new department headed by Miss McKenna will provide a "continued effectiveness insurance policy" for WNEW clients by being responsible for surveilance of accounts already on the air.

Chesley Pays $65,000 For KCOG Centerville

SALE of KCOG Centerville, Iowa, by the *Daily Iowegian* for a consideration of $65,000 has been announced. The sale is subject to FCC approval.

The purchaser is Alex Chesley, who recently resigned as northwest account executive for Motion Pictures for Television. Previously he was manager of WJMR New Orleans. The new corporation will be known as Hiawatha Broadcasting Corp., according to Mr. Chesley, Some changes at the management level are contemplated, he added.

KCOG is licensed to Centerville Broadcasting Co. whose president, Robert K. Peck, controls the local newspaper.



TORNADIC winds of 100 m.p.h. during the night of June 1 leveled this 368-ft. directional tower of KWFT Wichita Falls, Tex. [B•T, June 7]. Station President Kenyon Brown estimated damages at $20,000.

since this time
yesterday...
1471
...the railroads have moved
1⅔ billion ton-miles of freight
ASSOCIATION OF AMERICAN RAILROADS

Five-Day Open House Launches WLWA (TV) Studios

FOR WLWA (TV) Atlanta it was a five-day open house that the station will long remember. For the agency-advertiser-press-radio-tv guests who attended a June 4 preview, it was an opportunity to inspect first-hand a new, modern studio layout in the heart of the South. For the public who flocked through the building by the thousands until the doors closed on June 8, it was a great celebration [B•T, June 7].

GRAND PRIZE
in
WLW-A
SLOGAN
Contest!

THE GIRL and the auto, awarded to a slogan contest winner, add grace and fine lines to last week's open house held by WLWA (TV) Atlanta. L to R: R. E. Dunville, president, Crosley Broadcasting Corp.; Neva Langley (Miss America of 1953) who is one of the station's tv stars, and William P. Robinson, president, Crosley Broadcasting of Atlanta Inc. (WLWA). Mr. Robinson was awarded a gold plaque. Miss Langley appeared in a special show.

WLWA's open house got off to an exciting start. The special guests trod a 50-ft. long, specially woven red and gold welcome mat, the ladies received orchids and the men wallets, all attended a special show featuring Bill Lowery and Neva Langley, were served cocktails and dinner and took part in WLWA contests, during which hundreds of dollars worth of prizes were given away.

The celebration was attended by Mayor William Hartsfield, Mrs. Herman Talmadge, wife of the Georgia governor who was out of town but appeared on film congratulating the studios' debut, and others. The president of Crosley Broadcasting of Atlanta Inc. (WLWA), William P. Robinson, was awarded a gold plaque from the people of Atlanta for the station's outstanding service in the community.

Another special show was a Jamboree June 5 for 300 guests, and included dancing, contests, games, singing and barbeque. Ticket distribution for the general public was made via Colonial Stores and Jacobs Drugs stores, both participants in WLWA's "Point-of-Purchase Plan." Tickets also were entry forms for the slogan contest for which the first prize was a 1954 Ford convertible. The open house celebration was part of the $100,000 summer promotion by Crosley, called "Operation Sunburst," during which WLWA will give away more than $20,000 in prizes. Officials of the Crosley Broadcasting Corp., headed by R. E. Dunville, president, attended.

Philip Kauffmann Dies; Owner in Washington 'Star'

PHILIP CHRISTOPHER KAUFFMANN, 58, an owner of the Washington, D. C., *Evening Star*, operator of WMAL-AM-TV there, died last Wednesday at Palm Beach, Fla., following a long illness.

Mr. Kauffmann, a grandson of the late Samuel Hay Kauffmann, a founder of the Evening Star Newspaper Co., served with the newspaper as a reporter, assistant city editor and city editor. He was forced to take an indefinite leave of absence in 1929 because of illness. He is survived by his brother, Samuel, president of the *Star* and WMAL; his wife, Floria Staniford; four sons, and a daughter.

WNBQ (TV) New Rate Card Ups Class AA, A Rates

INCREASE in tv families in the past eight months and prospective increase in power from 75 kw to 100 kw have prompted WNBQ (TV) Chicago to devise a new rate card (No. 8), effective June 15, it was announced last week.

Jules Herbuveaux, general manager of WMAQ-WNBQ (TV), estimated over two million television homes—a boost of 100,000 families since last November—would be covered by the NBC o&o tv oulet. Rate card No. 7 became effective at that time.

Under the new rate card, Class AA station time rate of $1,800 per half-hour and $1,200 for a quarter-hour are established. The Class A rate will jump to $2,500 an hour, $1,500 per half-hour and $1,000 for 15 minutes.

STATION PEOPLE

Charles Herring, news staff, KNXT-TV Los Angeles, returns to KING-TV Seattle, in newly-created position, news director, KING-AM-TV. **Richard Ross** named associate news director of same newly combined operation.

Gene Riesen, salesman, KWTV (TV) Oklahoma City, to affiliated KOMA same city, as sales manager.

MR. RIESEN

Robert Underwood, general supervisor of industrial relations, Northrup Aircraft Inc., Hawthorne, Calif., to KBID-TV Fresno, as account executive.

Ralph Petti, program director, WESC Greenville, S. C., to WBSR Pensacola, Fla., as program and sports director.

Frohman Johnson, formerly promotion director, *Charleston* (W. Va.) *Daily Mail,* to WCHS Charleston, in similar capacity.

Rose Caudle and **Jackie Kirby** to promotion dept., WFMY-TV Greensboro, N. C.

Bill Cox appointed news editor, KLYN Amarillo, Tex. **Nick Reyes,** staff announcer, named night newscaster, same station.

Monroe Benton, announcer, news editor and news director, WNYC New York, to WELM Elmira, N. Y., as news director.

Robert E. Head, program manager, WLWD (TV) Dayton, appointed to sales staff. **Bill Bailey,** formerly with WMAQ, WBBM and WLS Chicago, succeeds Mr. Head.

Robert G. Murdock, formerly a public information officer, U. S. Air Force, appointed promotion manager, KSL Salt Lake City. **Lloyd E. Cooney,** formerly Salt Lake City office public relations director, Blue Cross and Blue Shield, appointed account executive, KSL-TV that city.

MR. MURDOCK

Robert McGill, assistant promotion manager, *The Oregonian,* Portland, to KOIN-TV Portland, promotion manager.

Claude Frazier, commercial manager, WAGA Atlanta, named station manager; **Les Henrikson,** sports director, named program director; **R. David Mayo,** merchandising manager, named promotion and publicity manager, and **Doris McCall** and **Betty Lou Terry** joint program dept. and promotion dept., respectively.

MR. FRAZIER

Norman A. Swetman, production manager, WSUN-TV St. Petersburg, Fla., to WTRI (TV) Schenectady, as producer-director.

Stuart Snyder, formerly of WHAS Louisville, named news and farm program director, WCSI Columbus, Inc.

William Schwartz, formerly with WCBS New York, appointed to production staff, KYW Philadelphia.

William Wright to announcing staff, KYW Philadelphia.

Ed Birr, sales representative, WHB-AM-TV Kansas City, has filed a bid for the Republican nomination to the Jackson (Mo.) County court as presiding judge, the station has reported.

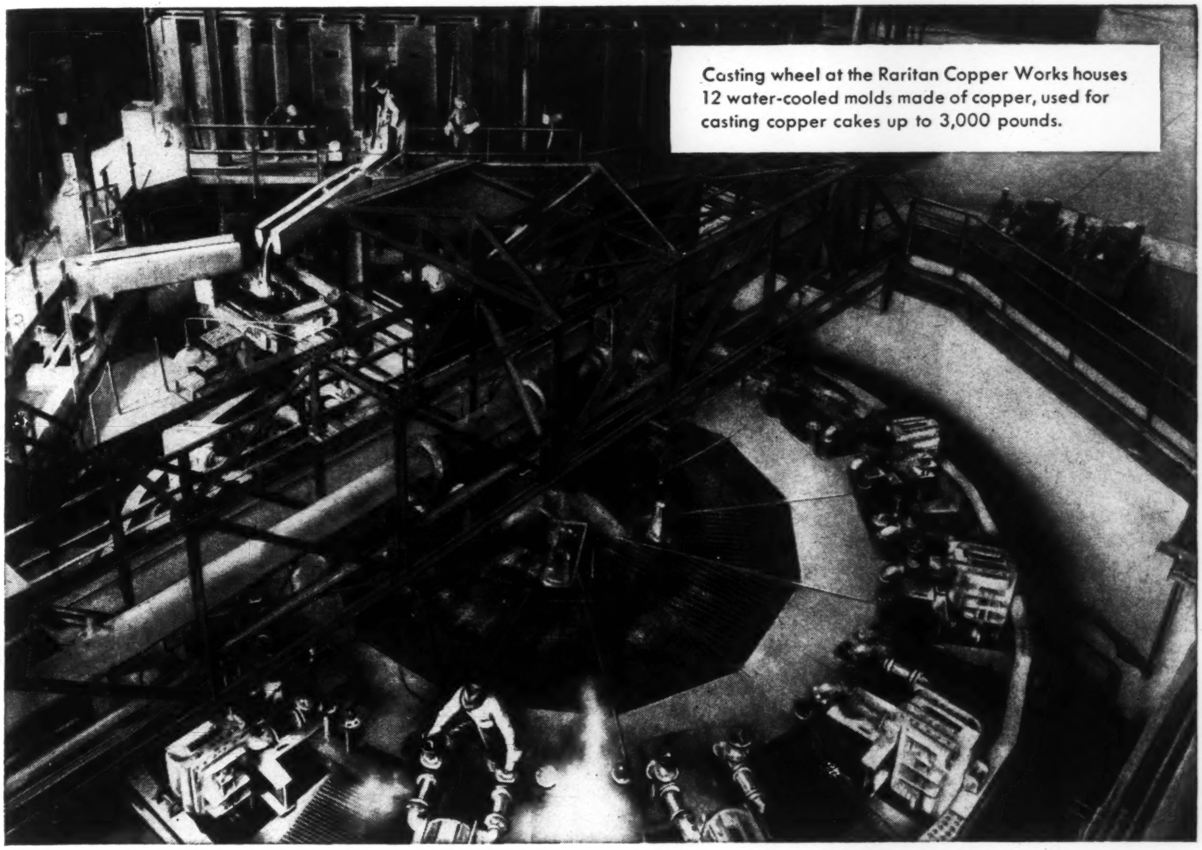
Franklin A. Tooke, general manager, KYW Philadelphia, named to Westinghouse Community Relations Committee for Philadelphia area.

James M. Gaines, vice president-general manager, WOAI-AM-TV San Antonio, appointed chairman of publicity committee, San Antonio Chamber of Commerce.

Frank W. Mayborn, president, KCEN-TV Temple, Tex., served as master of ceremonies for dedication of Belton Dam in Central Texas, May 28.

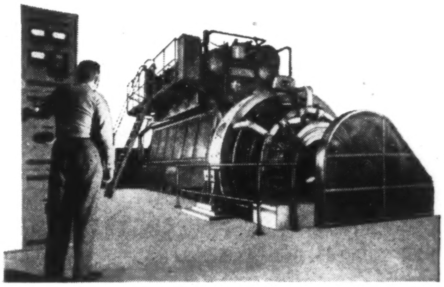
Frank Trombetta, director of Italian programs, WHAT Philadelphia, made honorary citizen, Republic of Boys' Towns of Italy.

Andy Mansfield, disc m.c., *America's Popular Music* program, on KFI Los Angeles, receives Westlake College of Music Award of 1954 for best radio program of recorded popular music.



Casting wheel at the Raritan Copper Works houses 12 water-cooled molds made of copper, used for casting copper cakes up to 3,000 pounds.

Bigger **CAKES** for longer **COILS**



Another 2,000 kw diesel-generator set has been added to the power plant of the Raritan Copper Works to provide more current for its electrolytic copper refinery.

COPPER CAKES HAVE PUT ON WEIGHT at the Raritan Copper Works of International Smelting and Refining Company, a subsidiary of Anaconda. Heretofore, the maximum weight was 840 pounds. But now, with the recent completion of a new casting plant, parallel-sided copper cakes ranging in weight from 1,800 to 3,000 pounds are regularly produced on the casting wheel illustrated above.

This means that The American Brass Company, an Anaconda fabricating subsidiary, is able to supply its customers with larger and heavier copper plates; also with longer unjointed coils of strip copper in very thin gages. These longer coils, in demand by industry, enable users to operate their machines more economically—with fewer interruptions.

This new casting plant, the largest of its kind, is another example of Anaconda's continuing program to meet industry's evermore exacting requirements for copper and copper alloy products.

54291A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

NBC TELLS AFFILIATES RATE CUT IS NECESSARY AFTER CBS SLASH

NBC takes crack at CBS for reducing radio network time costs three times in four years. It is unofficially reported that NBC asked affiliates to agree to "clock hours" standard of compensation.

WITH a blast at CBS Radio for making the first move, NBC told its radio affiliates last week that it had "found it necessary" to ask them to agree to a 20% cut in compensation for evening network radio time in order to "maintain competitive position" in the face of CBS Radio's projected rate cut [B•T, June 7, May 31].

The NBC affiliates were assured that the rate-cut proposal was made unavoidable by CBS Radio's "act of desperation" but that it would not stand in the way of NBC's "continuing effort to advance the NBC Radio network's program and sales position," the announcement said. Effective date of the NBC changes was indefinite, as remained true in the case of those planned by CBS Radio. Presumably they will take effect at approximately the same time. CBS Radio, under commitment to affiliates, cannot reduce rates before Aug. 25.

Coincidentally with its request that affiliates accept a reduction in compensation, NBC was reported unofficially to be asking them to agree to a conversion to the "clock hours" standard of compensation which CBS Radio also employs. Under this compensation plan the stations are paid at 50% rather than 60% of the hour rate for a half-hour; 25% instead of 40% of the hour rate for a quarter-hour, etc.

In its message to affiliates, NBC noted that CBS Radio has reduced network time costs three times in four years and charged it with "depreciating the value of America's basic communications medium . . . contrary to the best interests of radio stations and networks." But to maintain "sales momentum" and remain competitive, NBC said it must ask for a comparable reduction.

NBC also noted, in answer to CBS Radio's agreement to give its affiliates 70-second station breaks on certain evening commercial programs, that NBC Radio affiliates have been getting 70-second station breaks preceding eight evening network programs for the past three years, plus local one-minute commercial availabilities in the body of network participation programs, and three minute local cut-ins on such programs as *Roadshow*. Thus CBS Radio's expansion of station-break time "belatedly meets a practice instituted by NBC Radio years ago," NBC maintained.

While CBS Radio did not officially answer the NBC charges, a CBS Radio official said "I'm glad to see Pat Weaver (Sylvester L. Weaver Jr., NBC president) again taking an interest in radio."

Like CBS Radio, NBC's reduction in costs to advertisers would be accomplished through a revision in discounts rather than through a reduction in the rates themselves, and the cost reductions would apply only in nighttime hours.

In the announcement of NBC plans, NBC President Weaver said:

"NBC network radio is on the way up as a result of our policies. We have been taking affirmative and constructive steps in support of network radio by developing new values for the medium, its clients, and its audience through network participation opportunities and programming geared to present interests. The results speak for themselves.

Substantial New Sales

"Since last Dec. 1, we have registered new radio sales in excess of $9 million, an increase of 357% over the comparable six-months period a year ago. Renewals for the same period were another $16 million. The placement of over $25 million in new and renewed radio orders shows what can be done to revitalize this dynamic medium and widen its usefulness to the advertiser and the public.

"On the NBC Radio network we have patterns and plans to fit the needs of any and all national advertisers. This is demonstrated by the fact that of our $9 million in new business, almost $7 million was placed in orders for time for programs following the traditional half-hour, quarter-hour and strip patterns, while over $2 million was spent on participations in our new and flexible advertising plans.

"When our competition deplores our application of new flexibility patterns to network radio, it is an admission that price cutting is the only solution the competition can offer. The sales patterns we are developing are bringing into network radio clients it should have had years ago, but was never able to reach because it was frozen to conventional patterns established at its beginning. At the same time, we are making the conventional use of network radio a still more attractive buy for those who prefer this pattern.

"On the programming side, we are applying concepts that will make the most of the changing radio listening habits. By taking advantage of the growing trend toward a more personalized type of listening, we are meeting the real needs of the public as well as those of the advertisers.

"A denial of the validity of these new sales and programming patterns is a denial of radio's great future potential and a failure to understand advertising and circulation needs. NBC is devoting its skills and energies to creating new values for network radio because we believe in the future of the medium and our future in it."

JIM SETTERS
KWBB
News Dector

★AIRS 13 NEWSCASTS DAILY
Monday thru Saturday.
News on the hour, every hour.

★KWBB NEWS BUREAU
Assisted by 5 KWBB staff cars equipped with short wave transmitters and receivers.

★KANSAS ASSOCIATED PRESS NEWS COVERAGE AWARD
An award each month for the last 6 months. First place three of these months, 2nd and 3rd place two other months.

★UNPARALLELED LOCAL NEWS COVERAGE

Represented by
George W. Clark, Inc

KWBB
WICHITA'S RADIO ACTIVE STATION
1410 KC • 1000 WATTS

Mutual Names Allen Eastern Sales Manager

APPOINTMENT of Sidney P. Allen, administrative manager for network sales for Mutual, as sales manager of the eastern division of the network was announced last week by Adolf N. Hult, MBS vice president in charge of sales.

MR. ALLEN

Mr. Allen joined Mutual's sales department in 1936 following previous association with Conde Naste Publications and Dell Publishing Co. He is a member of the Radio & Television Executives Society and the Radio Pioneers.

CBS-TV 'Toast of the Town' To Be Telecast In Color

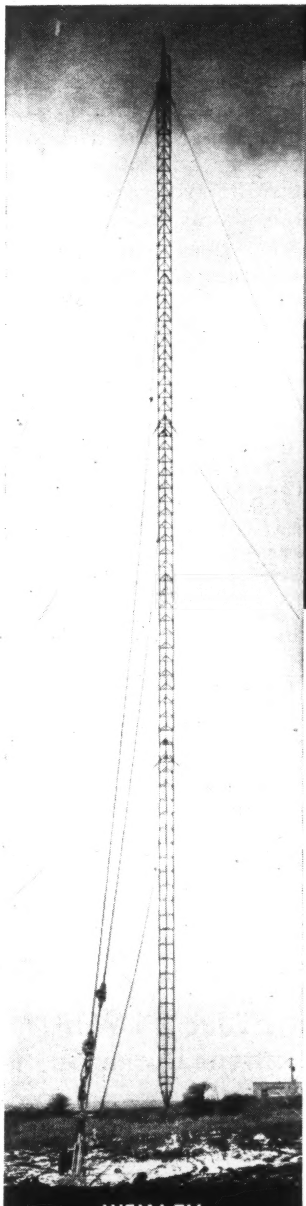
FIRST major CBS-TV program to be broadcast in color will be Ed Sullivan's *Toast of the Town* program on Aug. 22, it was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs. The color telecast will be a highlight of ceremonies inaugurating CBS-TV's new $1½ million color television theatre at 81st St. and Broadway.

The *Toast of the Town* show (Sun., 8-9 p.m. EDT), which begins its seventh year on the air June 20, is sponsored by the Lincoln-Mercury Dealers. The Aug. 22 program will provide the tv audience with a view of the color theatre, said to be the largest and most completely-equipped color studio in the world. The stage has a production area of more than 5,000 square feet.

Nine ABC-TV Sponsors Renew Seven Programs

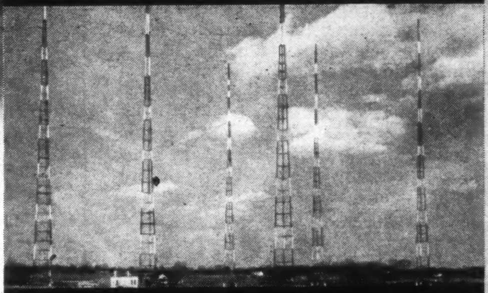
NINE ADVERTISERS during the past month have placed renewal orders with ABC-TV representing gross time sales of about $8,135,400, according to Alexander Stronach Jr., vice president in charge of ABC-TV. The renewals:

RealLemon-Puritan Co., through Rutledge & Lilienfield, Chicago, for Tuesday and Thursday segments of *John Daly and the News* (Mon.-Fri., 7:15-7:30 p.m. EDT), starting June 1; Derby Foods Inc., through McCann-Erickson, for *Sky King,* (Mon., 8-8.30 p.m. EDT), effective June 14; Hotpoint Co., through Maxon Inc., and Lambert Co., through Lambert & Feasley, for alternate sponsorship of *The Adventures of Ozzie and Harriet* (Fri., 8-8:30 p.m. EDT), starting July 2; Pepsi-Cola Co., through Biow Co., for *Pepsi-Cola Playhouse* (Sun.,

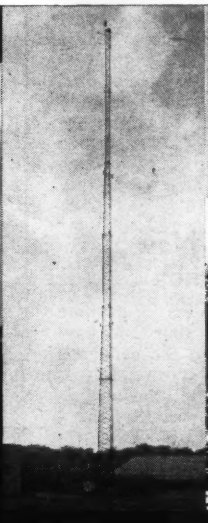


WFMJ-TV
Truscon Guyed Tower,
1000 Feet Tall

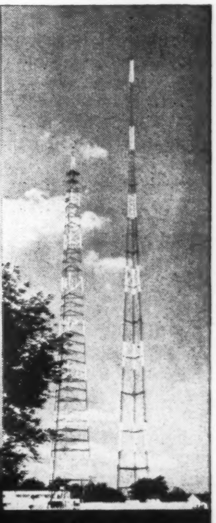
WFMJ-FM Truscon Self-Supporting Directional Towers, 400 Feet Tall



SEE YOUR NEXT TOWER IN OPERATION...NOW!



WBBW Truscon Self-Supporting Tower,
150 Feet Tall



WKBN-TV Truscon Self-Supporting Tower,
539 Feet Tall

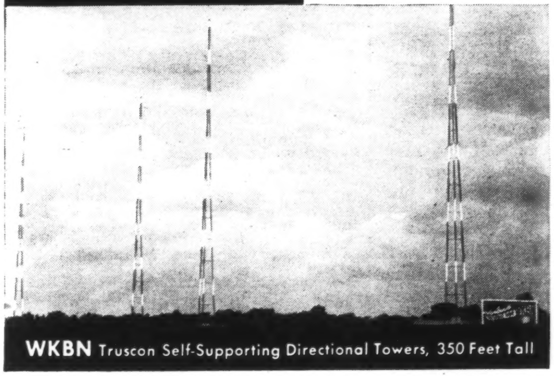
You can see and examine all types of Truscon Towers in full operation in Youngstown.

A tower is one piece of equipment no salesman can bring to you. He can't demonstrate its features in your office. Fortunately, you can get all the advantages of on-the-job demonstration simply by visiting Youngstown. You can get the facts to help you buy on proof. And, you can inspect Truscon's design and fabricating facilities at the same time.

You'll be able to see and examine:

1. A 150-foot self-supporting tower for AM broadcasting.
2. Four 400-foot self-supporting towers in directional array for AM broadcasting.
3. Six 350-foot self-supporting towers in directional array for AM broadcasting with one supporting an FM antenna.
4. A 539-foot self-supporting tower sustaining both an FM and a TV antenna.
5. A 1000-foot guyed tower with TV antenna.

Next time business takes you near Youngstown, make it a point to see all these Truscon Towers. Contact the Radio Tower Sales Department to let us know when you're coming.



WKBN Truscon Self-Supporting Directional Towers, 350 Feet Tall

TRUSCON®
TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
EXPORT DEPT.: CHRYSLER BLDG., NEW YORK 17, N.Y.

A NAME YOU CAN BUILD ON

7:30-8 p.m. EDT), effective July 14.

Chrysler Corp., Dodge Div., through Grant Advertising, for *Break the Bank* (Sun., 10-10:30 p.m. EDT), starting July 4; American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, and Dodge Div., Chrysler Corp., through Grant Advertising, for alternate sponsorship of Danny Thomas' *Make Room for Daddy* (Tuesday., 9-9:30 p.m. EDT), starting July 6, and United States Steel Corp., through BBDO, for *The United States Steel Hour* (alt. Tues., 9:30-10:30 p.m. EDT).

NBC-TV Adds Four New Daytime Serial Dramas

IN A MOVE designed to increase its daytime schedule, NBC-TV will add four Monday-through-Friday serial dramas to the network's group of three such programs, starting July 5. Three of the new shows will be scheduled in the 3:15-4 p.m. EDT period, resulting in a solid one-hour, 3-4 p.m. EDT, block of 15-minute plays.

With the current *One Man's Family* shifting to the 3-3:15 p.m. slot, new programs will be placed as follows: *Golden Windows,* 3:15-3:30 p.m.; *First Love,* 3:30-3:45 p.m., and *Concerning Miss Marlowe,* 3:45-4 p.m. The fourth new program *A Time To Live,* will be presented in the 10:30-10:45 a.m. spot vacated by *One Man's Family.*

AB-PT Declares Dividend

AMERICAN Broadcasting-Paramount Theatres Inc., last week declared dividends of 25 cents per share on both the outstanding preferred and the outstanding common stock of the corporation, payable July 20 to holders of record on June 25.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

"This is the Deacon Speakin'"

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday,

5 to 7 a.m.

Headley-Reed, National Representatives

WSYRACUSE
570 KC
NBC AFFILIATE

Tele-Centre Dedication

FORMAL dedication of the DuMont Television Network's Tele-Centre, said to be the first completely contained television production center in the East, is scheduled to take place today (Monday). The Tele-Centre is located at 205 E. 67th St., New York. DuMont reported it has invested $5 million in building and equipping the entire interior of the structure. It contains five studios, a film projector room, isolated control booths for sound, sight and production, and other facilities.

McAndrew To NATO Briefing

WILLIAM R. McANDREW, manager of news and special events for NBC, has been named to represent NBC, CBS, ABC and Mutual at the North Atlantic Treaty Organization briefing in Paris starting tomorrow (Tuesday). The four-day briefing, held under the NATO Committee on Information and Cultural Relations, is to encourage American broadcasting organizations to "seek for themselves ways of informing world opinion about NATO." Mr. McAndrew will return to New York June 21.

NETWORK PEOPLE

Bob Carman, head of NBC Chicago script dept., resigned to become director of publicity and promotion, Daytona Beach (Fla.) Chamber of Commerce.

Richard Golden, manager of sales development and research, NBC Spot Sales, named director of network sales presentation, CBS Radio.

Howard G. Barnes appointed to producer-director staff, CBS Radio's network program dept., continuing as president, General Entertainment Corp., N. Y., distributors of open-end transcriptions.

Joseph C. Amaturo, senior salesman, Headley-Reed, station representatives, to NBC Spot Sales, N. Y., as radio account executive.

Edward H. Macaulay, formerly with NBC's KNBC San Francisco, appointed a radio account executive, NBC Spot Sales, S. F.

Nat Perrin, producer of CBS-TV *My Friend Irma,* named West Coast producer, CBS-TV color productions.

Frances Scully, "Hollywood Reporter" on CBS Radio *Lux Radio Theatre,* to J. Walter Thompson Co., Los Angeles, as publicity director on that program and CBS-TV *Lux Video Theatre.*

Ernest D. Glucksman, producer-director, NBC-TV *Saturday Night Revue,* signed to new three-year production contract by the network.

William Ray, news and special events director, NBC Central Div., on European tour for three months and will record on-the-spot comments for use on o&o WMAQ Chicago starting June 13.

Dave Showalter, director of public affairs, CPRN Hollywood, named commencement speaker at Ridgewood Military Academy, Woodland Hills, Calif., today (Monday).

Everett Mitchell, NBC Central Div. commentator, appointed member of program committee, Chicago Farmer's Club, agricultural group of Illinois Chamber of Commerce.

KTHE (TV) 'ANGEL' QUITS; TV'S FUTURE DOUBTFUL

Capt. Allan Hancock, benefactor of USC and director of Hancock Foundation, resigns as school's head of board of trustees. Educational tv outlet, nation's second on the air, depends on foundation funds.

FUTURE of KTHE (TV) Los Angeles, second U. S. non-commercial educational tv station, is in serious question after the resignation of Capt. Allan Hancock, director and supporter of the Hancock Foundation, station licensee and operator, effective July 1.

The fund, with principal assets of $2,150,000, has been established by the 78-year-old philanthropist for U. of Southern California, on whose campus the station studios and offices are located, "to continue those activities of the Hancock Foundation, which the board of trustees may desire to preserve." University Executives' final decision on KTHE and KUSC (FM) Los Angeles must wait a meeting of the board of trustees shortly.

Among foundation projects are KTHE, KUSC and the Hancock School of Telecommunications, which must compete for now-limited funds with Hancock schools of oceanography and aeronautics.

The Hancock Foundation will cease as an independent body and become an integral part of USC.

With the resignation as Foundation director, Capt. Hancock also relinquished the post as chairman of USC Board of Trustees. He cited business considerations and personal plans which will require all his time and attention as reason for the action, but declined to discuss future plans to enlarge on provisions he has made for the foundation.

However, serious differences with USC authorities, especially on operation of KTHE, have been rumored.

Twelve Educ. Tv Workshops To Convene During Summer

SCHEDULES for summer workshops in television, which includes many courses designed for those interested in educational tv, were reported last week by the National Citizens Committee for Educational Television. The 12 sessions reported are:

Michigan State College Tv Workshop, East Lansing, Aug. 2-20; for credit or non-credit.

University of Houston series of 4 two-week Tv Training Programs, June 21, July 19, Aug. 2, Aug. 16; for teachers and community leaders.

Barnard College-NBC Summer Radio-Tv Institute, N. Y. C., June 28-Aug. 6, for professionals, teachers, and others.

Pasadena Community Playhouse Annual National Tv Institute, June 21-July 2; and Tv Workshop, July 5-31, for professionals, teachers, and others.

Philadelphia Board of Public Education Tv Workshop, July 12-30; for teachers, administrators and others.

College of the Pacific Tv Workshop, Stockton, Calif., July 5-24; for graduate credit.

Syracuse University Tv Workshops, Syracuse, N. Y., June 28-July 9 or Aug. 9-20; graduate credit for teachers, administrators and educational tv personnel.

Northwestern University Summer Tv Institute, Evanston, Ill., June 18-July 31; for graduate credit.

N. Y. U. Summer Workshop in Radio-Tv, New York City, June 28-Aug. 6; undergraduate, graduate, or non-credit.

U. of Southern California Communications course, Los Angeles, August.

George Peabody College-WSM Tv Workshop, Nashville, Tennessee, Aug. 2-13; for educational tv teacher-producers.

Pennsylvania State U. Annual educational tv Workshop, State College, Pa., June 28-Aug. 7; for school and educational tv personnel.

CBS, IBEW Sign Two-Year Contract, Wage Increase

CBS and the International Brotherhood of Electrical Workers signed a new two-year contract last Tuesday covering 1,100 engineering employes at CBS-owned stations throughout the country. Age clauses of the contract, retroactive to May 1, call for varying pay increases. Weekly salaries for technicians will be paid the following scale as compared with the old rates, depending on length of service: 0 to 3 months, $85, from $76.50; 3 months to 1 year, $90, from $83; 1 to 2 years, $104, from $93; 2 to 3 years, $118, from $108.50; 3 to 4 years, $132, from $119, and 4 years or more, $162.50 on May 1, 1954, and $165 on May 1, 1955, from $150.

Wages of assistant supervisors are increased from $166.50 to $180 the first year and $182.50, effective May 1, 1955; technical directors, from $166.50 to $190; supervisors from $174 to $190 and assistant technicians from $72.50 to $78. It was pointed out that wages of technical directors received the benefit of both an upgrading in classification and a rate increase.

'Allegro' Criticizes NBC For Disbanding Symphony

NBC's action in disbanding the NBC Symphony Orchestra [B•T, April 5] was decried in an editorial in the May issue of *Allegro*, publication of New York Local 802, American Federation of Musicians, which intimated that the network is not living up to "its inescapable obligations to the people it should serve."

The editorial claimed there has been "great outpouring of criticism and condemnation" against the decision to disband the orchestra, and pointed out that radio and television stations and networks have obligations to the public to advance good taste and raise cultural standards. The editorial concludes:

"And we submit that the most essential of yardsticks is the one with which radio and tv must measure the degree to which it has fulfilled its inescapable obligations to the people it should serve. What is the measure by that yardstick, Mr. Sarnoff [Brig. Gen. David Sarnoff, board chairman of RCA, NBC parent company], of your decision to disband the NBC orchestra?"

A spokesman for NBC said the network had no comment to make on the editorial.

AFTRA Suspends Brown

INDEFINITE suspension of John Brown, former radio-tv actor on such programs as CBS-AM-TV *My Friend Irma* and ABC-AM-TV *Ozzie and Harriett*, was ruled by Hollywood AFTRA executive board after actor failed to answer questions of the House Un-American Activities Subcommittee within the 90 days period previously set by the board [B•T, March 15]. Mr. Brown had been temporarily suspended until he answered subcommittee questions on alleged Communist connections, but suspension became "indefinite" with failure to meet the deadline.

NABET Wins MPTV Elections

NATIONAL Assn. of Broadcast Engineers & Technicians last week was named bargaining representative for eight film inspectors and handlers at Motion Pictures for Television, Hollywood office. Vote was six for NABET and two for no union. No other union was involved although IATSE generally represents such workers.

Advertisement

From where I sit
by Joe Marsh

The "Write" Prescription

Noticed three half-finished letters lying on the counter down at Jones' Drug Store last week. "Writing three at once, Doc?" I asked.

"No," Doc said, "you are—you and the rest of the folks from the town. Those are for the boys from our town who are at the National Guard encampment.

"Everyone who comes in adds a line or two, and when a couple of pages are filled, I mail them. That way the boys hear from folks who might not write otherwise. They sure do enjoy getting those letters."

From where I sit, little things can add up pretty big. A few short notes make a letter. Boys from our little town help build up a strong National Guard to protect our freedom. Even freedom is made up of a lot of things—living where we like, voting the way we think is right, choosing between coffee, tea, or beer at dinner. And anything that adds up to freedom gets my stamp *of approval.*

Joe Marsh

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RCA Fall Color Sets To Have 19-Inch Tube

Elliott tells electrical distributors meeting in Atlantic City that 1955 will be the year of transition from black-and-white to color tv.

NEW model shadow mask 19-inch color viewing tube, providing larger pictures than previously, will be used in the RCA Victor color sets to be put on the market this fall, Joseph B. Elliott, executive vice president, Consumer Products, RCA, announced Thursday in an address before a convention of the National Assn. of Electrical Distributors in Atlantic City.

"RCA Victor color television receivers to be introduced this fall will employ the new and very latest RCA shadow mask 19-inch tube," Mr. Elliott stated. "The full area of the tube face will be used, providing larger and brighter color pictures of approximately 205 square inches. The new tri-color tube will incorporate a recently developed three-gun assembly, shorter and with higher efficiency, producing outstanding brilliance and picture quality with increased stability. The new tube does not require any change whatsoever in the circuitry of the color receiver."

Mr. Elliott's disclosure that the new 19-inch tube is ready for commercial use in the fall spiked rumors circulated during the past month that RCA was abandoning its plans to bring out a 19-inch color set this year. These rumors stemmed from the fact that RCA had stopped production of an earlier model 19-inch color tube of the same design as the 15-inch viewing tube used in the color sets first introduced by RCA.

Pointing out that color tv program reception is now possible in 35 cities, with 125 tv stations expected to be equipped for colorcasting by the end of the year, Mr. Elliott said: "The year 1954 will be remembered as the year that color tv made its start as a regular service; 1955 will be known as the year of transition from black-and-white to color, with increasing interest and effort placed on color. After that, the curve of color growth should turn sharply upward.

"The series of color 'spectaculars' which NBC will inaugurate in October will give color television the shot in the arm which all of us have been waiting for. In addition, these 'spectaculars,' because of their wide appeal, will help black-and-white television. Advertisers who sponsor these features to obtain the extra impact of color in displaying their products are fully aware that the owners of millions of black-and-white tv sets will also be included in their audience."

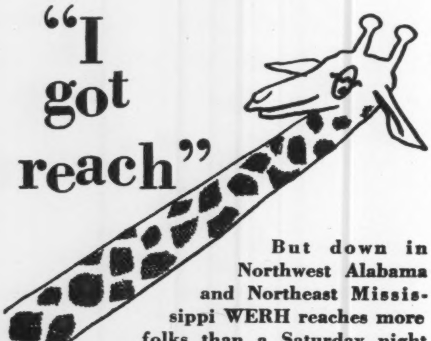
Second Set Prospects

Second tv sets will soon be "a must" in homes with both children and adults, Mr. Elliott declared. "The football game will hold adult attention for 150 minutes," he said, "but most of the youngsters will keep on demanding their westerns at the same time. Through persistent and productive merchandising and promotion, we can see that peace is maintained in the family circle."

Mr. Elliott warned his audience, however, not to concentrate so hard on tv sales that they forget about radio. "I'm sure radio is going to be with us for a long time," he declared. "Don't sell it short."

He expressed confidence that the "added punch" which radio set promotion will receive during the balance of the year will demonstrate that radios still offer opportunities for volume and profit. "If better promotion and harder hitting salesmanship had been employed in 1953," he said, "the resulting increase in sales of radio sets would have absorbed the industry's entire inventory. A little extra effort spent here and there could well have made the great difference between a sluggish market and a most productive one."

"I got reach"



But down in Northwest Alabama and Northeast Mississippi WERH reaches more folks than a Saturday night fish fry.

The reason for this is that WERH is long on entertainment. The sort of music and programs that the folks down here prefer. And WERH has a signal that reaches . . . not just reaches, but *dominates* the 14,695 square miles of its 0.1MV/M contour.

When you want your advertising buck to reach the most for the money WERH, the station for Northwest Alabama and Northeast Mississippi, is your station.

WERH 5000 watts 970 KC
Regional representatives, Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia.

National Representative: Hil F. Best Co.

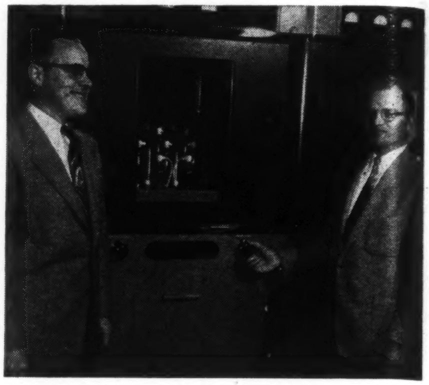
Andrea's 19-Inch Color Set

AVAILABILITY of a 19-inch color set for sale this fall was announced last week by Frank D'Andrea, president of Andrea Radio Corp., New York, as he disclosed his firm has stopped production on a 15-inch pilot color receiver.

Mr. Andrea said he has come to the conclusion that a 15-inch set "is not a practical investment," and has instructed his company to start work on a 19-inch color set with a viewing area of 17 inches. He voiced the belief that 19-inch sets will represent "the ideal size to start at, particularly considering that color programs by then will increase both in number of hours and in quality and quantity."

Jerrold Promotes Jacobs

HERBERT JACOBS has been named general manager of Jerrold Electronics Corp., Philadelphia, manufacturer of master antenna systems and community television system equipment. Mr. Jacobs will coordinate all departments in the Philadelphia plant and the seven affiliate companies. Donald H. Rogers, formerly chief engineer of Blonder-Tongue Labs, has joined Jerrold's engineering department.



NEW Collins 21E broadcast transmitter to increase power for WJPG Green Bay, Wis., from 1 to 5 kw, is accepted by Elmo Reed (r), WJPG chief engineer, from Harold Olson of Collins Radio Co.

General Electric Enters Closed Circuit Color Tv

ENTRY of General Electric Co. into the closed circuit color tv field was announced last week.

Using the CBS-developed field sequential system, GE plans to offer a $26,800 package for closed circuit color tv for business, education and industry.

William Morlock, general manager, GE commercial equipment department, made the announcement and said the field sequential color tv apparatus offers users a lower initial investment and lower operating costs than other types.

The GE package is composed of four basic elements: color camera, camera control console, rack-mounted power supply, and a receiver. All the equipment except the camera may be located remote from the scene being televised. For an extra fee, it was said, a large-screen projector receiver could be substituted for the home-type console receiver. This would throw a picture on a 6x4-ft. screen. The camera and the receivers contain the color disc which adds the color to the black-and-white picture.

Printed Circuits Used By Admiral in New Tv Line

NEW LINE of tv receivers featuring extensive use of printed circuits in a new television chassis and 21-inch picture tubes was announced by Admiral Corp. last Tuesday following a distributors meeting in Chicago.

Joe Marty Jr., general manager of Admiral's electronics division, claimed use of the first tv chassis ever built around a printed circuit, which involves six tubes and one-third the normally exposed wiring. He said the development would help eliminate vibration and cut down possibility of circuit trouble. Ross Siragusa, Admiral president, predicted the 100% printed circuit chassis will be a reality within a year.

Admiral claims the 21-inch tube provides a 20% larger picture within a shorter cabinet. The manufacturer is first to use the 270-square inch deflection tube, according to W. C. Johnson, vice president for sales. Admiral has dropped the 24-inch set from its line, he added, because of the proportionately greater viewing area of the 21-inch (only 10% smaller). Largest model is a 27-incher.

GEN. SARNOFF CITES RADIO-TV PROGRESS

RCA board chairman receives honorary degree at USC commencement and also addresses FBI National Academy exercises on technical advances.

MAN is "mature technologically while still an adolescent spiritually," Brig Gen. David Sarnoff, chairman of the board of RCA, declared in an address to be given yesterday (Sunday) at the U. of Southern California. During the USC commencement exercises in Los Angeles, Gen. Sarnoff was to receive the honorary degree of Doctor of Laws.

Saying he was departing from the usual pattern of a commencement address where in the speaker is required "to apologize for the sins and failures of his generation," the RCA board chairman told the USC graduates "your parents and grandparents, which is to say roughly my generation, have built a remarkably vital and promising world."

Gen. Sarnoff said the "inability of man as a social and economic creature to keep step with his science" was the crux of his dilemma today. "This," he pointed out, "is the primary challenge that awaits you in the world beyond this campus; by this your generation and those that follow will be judged."

The RCA board chairman traced the rapid progress since 1900, citing the many advances, including radio, radar and television. He also pointed to the cultural and moral victories that have been won in the past half century.

"The job ahead," Gen. Sarnoff declared, "is to assimilate the scientific progress, to turn every potential for the human benefit into a living reality.

Talk in Washington

In an earlier commencement address before the graduating class of the FBI National Academy in Washington last Friday, Gen. Sarnoff outlined the significant contributions that electronics has made to law enforcement efforts and charted developments in the offing that should prove of assistance in detecting law-breakers.

He cited the first use of radio in 1910 as a means of helping apprehend a fugitive from justice and, step by step, touched upon later electronic developments such as microwave radio communication system, radar and television. Gen. Sarnoff predicted it will be only a matter of time before a coast-to-coast radio-television network will transmit teletype messages, weather reports, photographs, fingerprints and other documents that will make available to law enforcement agencies "an all-seeing eye that scans the country at a glance."

Some of the contributions of television to police work, Gen. Sarnoff continued, include presentation on screens of a wanted person that can be viewed by 30 million television homes, and the closed-circuit telecasting of a police line-up. He noted that the New York City Police Dept. recently telecast a police lineup.

He told the FBI graduates, who are police officers from communities throughout U. S., that the transistor will open up a new era of "personal" or individual communication, and will make "every patrolman as good as Dick Tracy." He pointed out that by means of the transistor, receiving sets ultimately will be small enough to be worn like a wristwatch and, in due time, patrolmen will be equipped with a pocket-size transmitter for two-way communciation.

Transmitting Equipment

Stations	Power	Band	Use
Gates Radio Co.			
KBSF Springhill, La.	1 kw	am	new station
WWIT Canton, N. C.	1 kw	am	new station

Crosley Uses Radio, Tv To Introduce New 21" Set

NATIONWIDE tv and radio are being used by Crosley Div., Avco Corp., to introduce its new Super V 21 video receiver, companion to the 17-inch Super V brought out by Crosley earlier in the year [B•T, Feb. 15].

The new set, which the company suggests be priced starting at $169.95, was first presented to the public last Saturday via NBC-TV's *Hit Parade,* which Crosley sponsors every other week. Special radio broadcasts by Bill Stern preceding and following the Marciano-Charles heavyweight title bout broadcast on ABC Radio this Thursday also will promote the new Super V 21. Newspaper advertising in key cities also will be used.

Introduction of the 17-inch Super V has increased the company's tv set sales sevenfold in the face of a decline in tv receiver sales generally, Leonard F. Cramer, vice president of Avco Mfg. Corp. and general manager of Crosley radio and tv, said at a news luncheon Tuesday in New York. Super V sales total some $8 million a month at retail, he said.

Indictments Handed Down Against Monarch Corp.

INDICTMENTS were handed down by a Federal Grand Jury in New York on June 4 against the bankrupt Monarch Radio & Television Corp., its former president and seven other persons on charges of violating anti-fraud provisions of the Securities Act, conspiracy and mail fraud.

Assistant U. S. Attorney William Esbitt said the indictment resulted from an investigation by the Securities & Exchange Commission into the interstate sale of $300,000 in Monarch stock to more than 1,000 individuals. The defendants, Mr. Esbitt said, caused the company to issue false financial statements and to pay dividends out of proceeds from stock sale. He added that Monarch was bankrupted shortly after the completion of the stock sale.

Sylvania Appoints Talbot

APPOINTMENT of Harold D. Talbot Jr. as advertising manager for all products, except photographic lighting equipment, of the Lighting Division of Sylvania Electric Products Inc., was announced last week. Mr. Talbot will be responsible for the advertising and sales promotion programs and will be located in Salem, headquarters of the Lighting Division. For the past five years Mr. Talbot was sales promotion manager of the Floor Covering Division of B. F. Goodrich Co. in Watertown, Mass.

MANUFACTURING PEOPLE

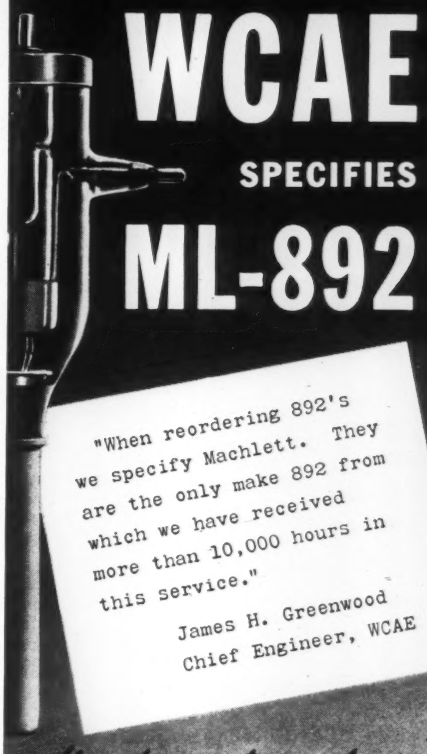
Wallace C. Johnson, vice president for sales, Admiral Corp., elected to board of directors.

Joseph Roche, publications dept., Allen B. DuMont Labs, appointed publications manager, service dept., CBS-Columbia.

WCAE

SPECIFIES

ML-892



"When reordering 892's we specify Machlett. They are the only make 892 from which we have received more than 10,000 hours in this service."

James H. Greenwood
Chief Engineer, WCAE

How do you choose the best transmitting tube?

Data sheets won't tell you ... but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find ...

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

NO 'BRAVES' BASEBALL

ONE would presume that a station, located in as rabid a baseball town as Milwaukee, would openly boast about the fact that it covers the Braves' games. Contrariwise, one could presume that a station not carrying the games would not advertise the fact. Not so with WISN Milwaukee, the Hearst outlet there. In a recent promotion, WISN placed 50-ft. billboards strategically throughout the city claiming it has nine of ten top-rated programs—and does not carry the Milwaukee Braves' baseball games.

WKY PROMOTIONAL FOLDER

PICTURES of Oklahoma business executives, who use WKY Oklahoma City, for advertising campaigns as well as for at-home listening, appear in a promotional folder being sent to agencies and advertisers by that station. The advertisers' comments and a Pulse Inc. survey which rated WKY higher in listening audience than all other Oklahoma City stations combined are the bases for the folder title, "WKY You're O.K." The folder points out that WKY's primary coverage area takes in 42 counties but the station's influence actually extends to 68 counties . . . with more than half-million radio homes. Population information, sales data and comparative listening audiences by time-of-day are included in addition to a coverage map and a list of top evening and day time shows carried by the Katz Agency-represented outlet.

WTVJ (TV) STUDIO MEETING

WTVJ (TV) Miami played host to 100 members of the Advertising Club of Greater Miami for the club's May meeting, which was held in WTVJ's Studio A. The groups were seated at dinner tables to watch the *Renick Reporting* news show which was followed by a chicken dinner. During dinner, the WTVJ guests watched the rehearsal of the *Johnny Viaggio* music show and later saw the live presentation in Studio A. By means of monitors guests watched the *Lee Dickens* shows which was originated in Studio B. Afterwards, the members were given a tour of the station's engineering facilities. The members reported, according to WTVJ, that the "Inside Television" program was the most successful meeting of the current year and a repeat show next year is planned.

OUTDOOR GARDENING SHOW

KABC-TV Los Angeles *Gordon's Garden*, which emanates from a 1,500 square foot garden and is reportedly the only outdoor gardening tv program in the United States, starts its second year on the station. The team of Gordon Baker Lloyd and his wife, Sassy, specializes in showing the beginning gardener what to do as necessary tasks occur each month.

WHPE VACATION PROGRAM

TO SALUTE four new sponsors of five-minute segments of their *Adam & Eve Program* over WHPE High Point, N. C., Mr. and Mrs. Russ Reardon, emcees, developed a "Vacation While We Work" theme on the show. They set up colorful stage props depicting a desert resort scene and described vacation spots throughout the country on the program.

CKCW LOBSTER PARTIES

TO MARK its 20th year of community service, CKCW Moncton, N. B., entertained several hundred advertising agency and broadcast industry executives at lobster parties at Montreal and Toronto early in June. CKCW's president Fred Lynds, brought the fresh lobsters to the central Canadian cities from his native province of New Brunswick, and guests wore bibs featuring the station's trade mark, Lionel the Lobster, and the 20 years of community service.

AT THE WHEEL of a 1931 Willys Knight is Howard O. Peterson, general manager of KTVH (TV) Hutchinson, Kan., flanked by Ray Huffer, station program director. Occasion was a visit to the station by representatives of the National Horseless Carriage Convention. Portions of the event were filmed for the CBS-TV *Morning Show*.

'HAPPY DAN' HONORED

DWIGHT J. BRUCE, m.c. and "Happy Dan" of children's *Happy Dan* program over WTOC-TV Savannah, Ga., was presented with a scroll, signed by more than 1,000 local children and teachers, complimenting him for the program's beneficial influence on school children throughout the area. The scroll was brought to "Happy Dan" by children of the Charles Ellis elementary school, including officers of the school, a rhythm band and singers. The late afternoon kiddie show features a cartoonist and live talent.

'TAKE-A-BATH-WEEK'

KEEPING America clean, at least personally, is the avowed pledge of KRNT Des Moines disc m.c. Don Bell, arbitrarily elected president of National Take-a-Bath-Week Foundation. Mr. Bell is sending to the broadcasting trade—no inference intended—membership cards in the newly-formed organization. Membership requires that a bath be taken during National Take-a-Bath-Week (date to be announced every spring on the *Don Bell Show* over KRNT), and that the member enlist others in his family to do so. Members must also urge five others to join the Foundation and join in the theme song "Let Bathtubs Ring." In one week's time, nearly 10,000 membership cards were issued, KRNT reports.

MERCHANDISING EXPANSION

WTTV (TV) Bloomington, Ind., in an expansion of its merchandising plan, has added the Indianapolis metropolitan market with the addition of nine Stop & Shop supermarkets to its coverage. For the past two years, WTTV has had a merchandising plan with 74 IGA stores located in 23 counties outside of Indianapolis. The nine Stop & Shop stores have agreed to one-week displays of WTTV advertised products, which will be given extra promotion by tie-in ads in Indianapolis newspapers plus a minimum of seven extra spots a week on WTTV.

ZOO SHOW PRAISED

WAAM (TV) Baltimore and Baltimore Zoo director Arthur R. Watson, who is also m.c. of that station's Saturday evening *This Is Your Zoo* program, were honored at a special meeting of the Advertising Club of Baltimore for their contributions to the city. The meeting celebrated WAAM's underwriting of the Baltimore Zoo African expedition, recently concluded, from which Mr. Watson brought back thousands of dollars worth of African birds, reptiles and animals. The scene of the luncheon was decorated with specimens from the expedition with palms and brightly colored blooms employed to give the room the impression of an African setting. Door prizes given away included a pseudo shrunken head, banana stalks, pith helmets and genuine African statuatory.

KFAB 4-H WINNERS

OVER 90 awards were given out by KFAB Omaha, Neb., in the 12th annual station-sponsored 4-H Public Speaking contest. Top boy and girl winners, respectively, were Lauren Timm of Millard, and Rita Prucha of Omaha. They will receive a KFAB scholarship to the U. of Nebraska Agricultural College. Every county winner received imprinted pen-pencil sets along with special honor ribbons. Harry Burke, general manager of KFAB, has announced plans for the station to sponsor the 4-H project again next year.

YANKTON FLOWER GARDEN

WNAX Yankton, S. D., has mailed 14,408 seed packets, especially prepared for that station, to listeners who requested them. The "WNAX Flower Garden" response, tops by more than 1,000 the results achieved by a similar offer in 1953. The seed packet, which contains a variety of 40 flowers, was plugged on live talent shows and on spots for an eight-week period. All requests were accompanied by five cents to cover cost of handling.

PRAYER FOR PEACE

EVERY day KGST Fresno, Calif., daytimer, closes its broadcast service with a live signoff in the form of a prayer for peace, in the Mexican tongue. The Rosary program is narrated by Fr. Bernard Hopkins, St. Alphonsus Parish. The area has 80,000 Mexicans.

KCMC-TV Boosts Boost

TO PROMOTE its power boost to 100 kw, KCMC-TV Texarkana, Tex. (ch. 6), used radio, direct mail, newspapers and a contest for audience mail. Spot announcements of the power increase were broadcast in a three-day saturation campaign on 21 radio stations in the same area. On the day the station's power was quadrupled (May 28), KCMC-TV came on the air five hours earlier than usual, and reported that calls were received from communities within 120 miles of Texarkana describing reception as "satisfactory".

SO WMAR-TV Baltimore black-and-white set owners will know the station is telecasting color, this slide is shown during color programs. Color tv sets owners see a red "C" with blue in the background. WMAR-TV now presents color pictures on morning news shows seven days a week and reports it is the first station in the area to originate its own color signals.

to tour the British Commonwealth; attend the famous "festivals"; hear rebroadcasts of excerpts from BBC programs; meet celebrities; listen to orators in Hyde Park, and hear the voices of Sir Winston Churchill, Clement Atlee and Anthony Eden. Steffi Sidney will cover entertainment and women's features for the coming series.

WNHC BEACH BROADCASTS

IN COOPERATION with the New Haven Park and Recreation Commission, WNHC New Haven has arranged for the installation of a high-powered public address system at New Haven's Lighthouse Beach. The public address system will permit WNHC radio programs to be heard by bathers at the beach all summer, seven days a week. The system also is intended for use in locating parents of lost youngsters.

CJOC RADIO PROMOTION

TO HELP sell more radio sets in May, CJOC Lethbridge, had a special campaign with a "Summertime is Radio Time" slogan. The station used newspaper advertising, distributed streamers to all stores in its area, used station breaks with the slogan and offered prizes of spot announcements to dealers with best "Summertime is Radio Time' window promotion. CJOC also distributed recipe folders with the slogan through its women's programs, used participating programs to produce traffic in local radio stores, and enlisted all radio dealers in its area to join the campaign.

USELESS OBJECT CONTEST

USELESS objects can win viewers of WCPO-TV Cincinnati prizes in a contest conducted by Martha Ransohoff, producer of that station's weekday *Fun 'n' Facts* program. The desired objects are between the keepsake and castoff variety, objects which have survived spring cleanings over the years. Contestants are requested to send in memorabilia and explain its longevity. The winners will be judged on the basis of how unusual the object is and the reason for keeping it. Grand prize will be a pastel portrait of the winner by Selma Frech of the WCPO-TV art department.

'OLD PROSPECTOR' PROMOTION

TO BOOST his early morning newcast over KALL Salt Lake City, newscaster Jim Petersen came up with a promotional idea associated with the current uranium boom. A man was dressed up in a prospector's outfit, complete with beard and long, stringy hair, and provided with a mine detector borrowed from the National Guard. The man wore a sign inscribed: "Up and Atom for the Jim Petersen 7:30 News. It's Radio Active." The man roamed the business section of Salt Lake ostensibly searching for metals and attracted large crowds, according to KALL.

KEEN SPORTS QUIZ

KEEN San Jose, Calif., presents a Mon.-Sat. quarter-hour sports quiz preceding major league baseball *Game of the Day*. Bill and Norm Standlee, local sports figures, narrate the program, *Slips In Sports*, wherein a sports event is described and a panel is required to detect all errors in the recitation.

KCSJ-AM-TV FIRE COVERAGE

LIVE coverage simulcast of a $450,000 lumber yard fire was provided by KCSJ-AM-TV Pueblo, Colo., within 45 minutes after the alarm had been turned in. Audio was set up at the scene of the fire and checked through to the tv and radio stations; cameras were mounted on the roof of KCSJ-TV, the highest point in Pueblo, and viewers were watching the blaze and resulting explosions two air miles away. Most people were content to watch the fire from the safety of their homes, according to the station, thus eliminating the usual crowds that hamper firefighting.

NAEB FRENCH BROADCASTS

COMPLETION of arrangements for the broadcast in France of a French version of *Jeffersonian Heritage*, radio series produced by the National Assn. of Educational Broadcasters, has been announced by Pierre Crenesse, director of the French Broadcasting System in North America. Mr. Crenesse and Seymour Siegel, director of the Municipal Broadcasting System, New York, and past president of NAEB, expressed the belief that more international exchanges will be made in the future to bring to the people of France "a wider knowledge of the history and mores of the American people."

NETWORK SWITCH PROMOTION

AN INTENSIVE promotional campaign celebrating its affiliation switch to the CBS Radio network after 23½ years with NBC, was conducted by WBEN Buffalo. "Teaser" announcements were used on radio and tv and in newspaper ads by the *Buffalo Evening News* station for a week prior to the switch, which occurred June 1, immediately following the local *Breakfast - at - the - Sheraton* audience participation show. A spelling contest was held and "Yerfdog," "Rekrap," and "Sivad" was quickly identified as Godfrey, Parker and Davis. Token prizes symbolic of CBS stars were awarded, such as a miniature ukelele for Godfrey, whose *Authur Godfrey Time* was the first CBS feed to WBEN. Wires from many CBS stars were received by the station, including one from Jack Benny which read: " . . . It's great to know that WBEN is the Benny station in Buffalo . . . this is one wire I'm not sending collect."

KWBR WBRW KMUS WLSI
AR WGTA KBOP WNDB WC
WFMO WHIZ WESK KTRY
TR WKLO WJAY WZOB WL
WPAZ WLON WPAM WCRE
RA WBRY WPAC WJMC WA
KIKI WWOC WOWO KWOC
IM WAWZ KMAK WLOK WE
WGRY WKBR WFUL KGAL
WM WPEL WHBO WGVM WN
WJOT WKOV KRGI WOBS
OE WIRC WYVE CMBC WR
WMGR WNNJ WLAY WKNX
FC WKOY WOLS WOSC WA
WJIV WAWZ WOHO WTCW
WP WKIK WMMB WGLS KA
WRHC KUKI WHIL WRAY
EL WPOR WARN KCOH WI
WTPR WHYN WABM WLEA
WH WLMJ WTUS KOLN KD
WCVA WJMA WTSA WATH
BO KSOO WDBF WMOU WG
KXIT WFEC WSFL WELC
WG WWBZ WKMH WTVB WP
WSPD WWHG WWWF KCIM
VM KRVN WDOR WPAW WN
WKLY KNEX WKVA WOKO

STAINLESS INC.

Partial List of
our **AM** *Towers*

NORTH WALES
PA.

Write, wire or phone

EB KCRE WCIN WPRT WR
WPPA WNAV WDOK WPBB
IS WTVB WTTV WFOB WI
KBON KXLW WPAW WABM
VK KLWN WOAP KLAS WP
WJBS WJCD WREB KBTA
AG WIOD KWWL WHBS WO
WGSM WBRM WCOJ WGET
ZK WQAM WKSR WRAP WS
WDOV WEPM WERC WOBL
MT WCAP WINZ WCAM WJ
KPAN KJCK WTOB WEAT
MJ KCJB WGAF WSOK WD
WHOM WGYV WPLI WCLD
BO WMAY WINZ WOMP WS
WGBS WAZL WMIK WEOK
LM WGTA KBOP WNDB WC
WLTR WKLO WJAY WZOB
AR WARA WBRY WPAC WJ
WDOS WRHI WKRT WBLT
MC WEIM WAWZ KMAK WL
WICE WKID WWWR WFMD
OK WOND WBEV KBBA WI
WKRT WHSY KLMX WCDL
KE WILK KNBR WKBV WA
WKCT WBIS WKXY WDSM
MI WPRO WKSB WPEL WH

Station Authorizations, Applications
(As Compiled by B • T)

June 3 through June 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of May 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,552	528	101
CPs on air	23	21	†296
CPs not on air	111	18	176
Total on air	2,575	549	397
Total authorized	2,686	567	573
Applications in hearing	129	4	183
New station requests	158	5	45
Facilities change requests	139	15	20
Total applications pending	670	98	230
Licenses deleted in March	0	2	0
CPs deleted in March	3	1	10

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* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through June 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,583	2,557	155	167	129
Fm	558	535	40	5	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	240	308	548[1]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	257	121	378
Noncommercial on air	2	3	5

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	919	337	712	525	1,238[2]
Educational	54		27	26	54[3]
Total	973	337	739	551	1,291[4]

[1] Eighty-four CP's (14 vhf, 70 uhf) have been returned.

[2] One applicant did not specify channel.

[3] Includes 30 already granted.

[4] Includes 578 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

† **Fort Smith, Ark.—American Television Co.** granted vhf ch. 5 (76-82 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 645 ft., above ground 448 ft. Estimated construction cost $338,600, first year operating cost $300,000, revenue $300,000. Post office address 15-17-19 Court St., Fort Smith, Ark. Studio location 417 Garrison Ave. Transmitter location 5.3 mi. NNE of center of Fort Smith. Geographic coordinates 35° 27′ 11″ N. Lat., 94° 22′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **H. S. Nakdimen** (33⅓%), owner of 525 out of 1,500 shares of stock and secretary-treasurer of KWHN Fort Smith, 75% stockholder and President of following: City National Bank, Fort Smith, City National Co. (real estate), Fort Smith, and Oklahoma-Arkansas Telephone Co., Poteau, Okla.; Vice President **Dick Allis** (33⅓%), Dick Allis & Co. (food broker), Fort Smith, and Secretary-Treasurer **Mrs. Fern Rice** (33⅓%), secretary. Grant was made possible by dismissal of competitive bid of George T. Hernreich who receives option to purchase 50% interest in new tv venture. Granted June 4.

Mansfield, Ohio—Fergum Theatres Inc. granted uhf ch. 36 (602-608 mc); ERP 17 kw visual, 9.1 kw aural; antenna height above average terrain 715 ft., above ground 542 ft. Estimated construction cost $236,360, first year operating cost $200,000, revenue $180,000. Post office address Madison Theatre, Mansfield, Ohio. Studio location to be determined. Transmitter location on Alta Vista Road (No. 147), 4 mi. SW of Mansfield. Geographic coordinates 40° 41′ 11″ N. Lat., 82° 35′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **William N. Skirball** (40%), 50% owner of Skirball Bros. (theatre management), Cleveland, and 25% to 50% interest in various other theatre and retail candy companies; Vice President **Jack H. Skirball** (40%), independent motion picture producer, Hollywood; **Grace Skirball** (6%), retired; **Mildred Skirball** (6%), retired; **Rose Skirball** (6%), retired, and Secretary-Treasurer **Joseph Lisauer**, general manager of Fergum Theatres Inc., Mansfield, and Skirball Bros., Cleveland. Granted June 4.

APPLICATION AMENDED

Jackson, Mich.—Tv Corp. of Mich. Inc. amends bid for new tv station on vhf ch. 10 to specify Onondaga, Mich. Filed June 7.

APPLICATIONS DISMISSED

Jackson, Mich.—Jackson Bcstg. & Tv Corp. FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed June 1. Jackson Bcstg. & Tv simultaneously filed new application for same facilities (B•T, June 7).

Parma, Mich.—WIBM Inc. FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed June 2.

Clarksburg, W. Va.—Timothy P. Beacom et al. d/b as Beacom & Assoc. FCC dismissed bid for new tv station on uhf ch. 22 at request of applicant. Dismissed June 4.

Existing Tv Stations . . .

ACTION BY FCC

WUSN-TV Charleston, S. C.—Southern Bcstg. Co. granted mod. of CP for vhf ch. 2 to change ERP to 100 kw visual, 53.7 kw aural; antenna height above average terrain 790 ft. Granted June 4; announced June 7.

STATIONS DELETED

WTVX (TV) Goldsboro, N. C.—Goldsboro Tv Corp. FCC deleted tv station on uhf ch. 34 at request of applicant. Deleted June 3.

WIP-TV Philadelphia, Pa.—Pennsylvania Bcstg. Co. FCC granted request for cancellation of CP for new tv station and deletion of call letters on uhf ch. 29. Deleted June 4; announced June 7.

KTRE-TV Lufkin, Tex.—Forest Capital Bcstg. Co. FCC granted request for cancellation of CP for new tv station and deletion of call letters on vhf ch. 9. Deleted June 4; announced June 7.

CALL LETTERS ASSIGNED

WTDV (TV) Durham, N. C.—Durham Broadcasting Enterprises Inc., vhf ch. 11. Changed from WTIK-TV.

WFMJ-TV Youngstown, Ohio—The Vindicator Printing Co., uhf ch. 21. Changed from WUTV (TV).

KCTL (TV) Seattle, Wash.—Seattle Construction Co., uhf ch. 20.

APPLICATIONS

WTOP-TV Washington, D. C.—WTOP Inc. seeks mod. of CP for vhf ch. 9 to change ERP to 316 kw visual, 175 kw aural; antenna height above average terrain 530 ft. Filed June 7.

WQXI-TV Atlanta, Ga.—Robert W. Rounsaville seeks mod. of CP for uhf ch. 36 to change transmitter location to rear of 525 Bishop St., Atlanta; ERP to 220.7 kw visual, 117.5 kw aural; antenna height above average terrain 440.6 ft. Filed June 7.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. seeks mod. of CP for vhf ch. 9 to specify vhf ch. 7 (174-180 mc); change ERP to 40.95 kw visual, 20.48 kw aural; antenna height above average terrain 633 ft. Filed June 8.

New Am Stations . . .

ACTION BY FCC

Hillsboro, Ore.—Harold G. Singleton tr/as Hillsboro Bcstrs. granted 1360 kc, 1 kw daytime. Post office address 4488 W. W. Council Crest Drive, Portland, Ore. Estimated construction cost $14,065, first year operating cost $45,000, revenue $52,000. **Mr. Singleton** is vice president-52% owner KTEL Walla Walla, Wash.; secretary-treasurer-9.9% stockholder KGAL Lebanon, Ore., and president-60% stockholder KJUN Redmond, Ore. Granted June 9.

APPLICATIONS

Portland, Ore.—Robert E. Bollinger, 1290 kc, 1 kw daytime. Post office address 612 S. E. Manchester Place, Portland. Estimated construction cost $22,040, first year operating cost $40,000, revenue $50,000. Mr. Bollinger is amusement park owner. Filed May 24.

Sevierville, Tenn. — Smoky Mountain Bcstg. Corp., 930 kc, 1 kw daytime. Post office address ℅ William W. Birchfield, P. O. Box 187, Sevierville. Estimated construction cost $25,655, first year operating cost $23,000, revenue $30,000. Applicant is composed of 14 local business and professional men, each holding 7.1% interest. Some of these are: Fred C. Atchley, auto dealer; Clyde C. Blalock, builder; Robert A. Broady, physician; Norman L. Burchfiel, contract hauler, and William W. Burchfiel, insurance. Filed June 4.

San Benito, Tex.—Burdette D. Johnson, 1100 kc, 500 w daytime. Post office address P. O. Box 736 San Benito. Estimated construction cost $16,737, first year operating cost $38,000, revenue $42,000. Mr. Johnson is staff announcer at KBOR Brownsville,, Tex. Filed June 4.

Salt Lake City, Utah—Ralph Elwood Winn tr/as Seagull Bcstg. Co., 1100 kc, 1 kw daytime. Post office address P. O. Box 1634, Salt Lake City. Estimated construction cost $15,960, first year operating cost $38,000, revenue $60,000. Mr. Winn is distributor of brake linings and tires. Filed June 4.

Existing Am Stations . . .

ACTIONS BY FCC

WPNX Phenix City, Ala.—Community Bcstg. Co. granted CP to change on 1460 kc 1 kw from DA-1 to DA-N. Granted June 9.

KINY Juneau, Alaska — Alaska Bcstg. Co. granted CP to change from 1290 kc to 800 kc using present 5 kw unlimited. Granted June 9.

WNAW North Adams, Mass.—Cecil F. Clifton granted permission to operate from 7 a.m. to 12 noon week days and 7:30 a.m. to 5 p.m. Sundays for a period of 60 days beginning June 1 for financial reorganization. Granted June 3; announced June 7.

WCRB Waltham, Mass.—Charles River Bcstg. Co. granted CP to increase hours of operation from day to unlimited, directional on 1330 kc 1 kw. Granted June 9.

KCUL Ft. Worth, Tex.—East-West Bcstg. Co. granted CP to change from 1 kw night, 5 kw daytime, unlimited, directional to 1 kw night, 10 kw daytime, unlimited, directional on 1540 kc. Granted June 9.

WNVA Norton, Va.—Blanfox Radio Co. granted CP to change from 1450 kc 250 w unlimited to 1050 kc 1 kw daytime. Granted June 9.

APPLICATIONS

WPLA Plant City, Fla.—W. A. Smith seeks

FEDERAL TRANSMITTING TUBES
GATES - HOUSTON
2700 Polk Ave.
Tel. Atwood 8536

CP to change from 1570 kc daytime to 1230 kc unlimited with 250 w. Filed June 7.

WKTY La Crosse, Minn.—Lee and Assoc. Inc. seek CP to change studio and transmitter location to State Hwy. 52 and County Road L, 5 mi. SE of Rochester; change from 1 kw day and night to 500 w night, 1 kw day, and change station location from La Crosse to Rochester, Wis. Filed June 7.

KLPW Washington, Mo.—Leslie P. Ware tr/as Franklin County Bcstg. Co. seeks mod. of CP to change studio and transmitter location from Washington to Union, Mo. Filed June 3.

KRKL Kirkland, Wash.—W. A. Chamness and L. N. Ostrander d/b as East Side Bcstg. Co. seeks CP to change from 250 w to 1 kw on 1050 kc. Filed June 7.

Ownership Changes . . .

ACTIONS BY FCC

KOCS, KEDO-FM Ontario, Calif.—Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby & Ralph Fairchild d/b as The Daily Report Co. granted voluntary assignment of license to same group. Mrs. Harnish gives 2% interest to each of her sons, Carlton R. Appleby (17½%), and Andrew B. Appleby (5½%). Granted June 3; announced June 7.

WHO-TV Des Moines, Iowa—WHO-TV granted voluntary assignment of CP for vhf ch. 13 to parent corporation Central Bcstg. Co. Granted June 3; announced June 7.

KSTT Davenport, Iowa—Davenport Bcstg. Co. granted transfer of control to A. M. McGregor and L. F. Whalen through purchase of 51% interest from Hugh R. Norman for $53,352. Company redeems Mr. Norman's 48 shares of preferred stock for $4,800. Principals will now include **Arthur Malcolm McGregor** (69.63%), **Ingrum Frances Whalen** (16.71%), and **John McGregor** (13.66%). Granted June 9.

WARE Ware, Mass. — Central Bcstg. Corp. granted voluntary transfer of control to H. Scott Kilgore through sale of all stock by John B. Poor for $43,666. Mr. Poor is director and general counsel of General Teleradio Inc. and must sell because of multiple ownership rule. Mr. Kilgore is owner WKXL Concord, N. H., vice president-stockholder WGAW Gardner, Mass., and applicant for new am station at Plymouth, Mass. Granted June 9.

WJPR Greenville, Miss.—Thomas H. Golding Sr., Thomas H. Golding Jr., Emmet Holmes McMurry Jr. and Frank Wilson Baldwin d/b as Radio Service Co. granted voluntary assignment of license to Emmet Holmes McMurry Jr. and Frank Wilson Baldwin d/b as Radio Service Co. Messrs. Golding Sr. and Jr. sell ⅓ interest for $50,000. Granted June 4; announced June 7.

WHB Kansas City, Mo.—WHB Bcstg. Co. granted voluntary assignment of license to Mid-Continent Bcstg. Co. for $400,000. Mid-Continent is licensee of KOWH Omaha and WTIX New Orleans. Owners of Mid-Continent are President-Treasurer Robert H. Storz and his son Vice President-Secretary Todd Storz. Granted June 9.

KFRM Concordia, KMBC-AM-TV Kansas City, Mo.—Midland Bcstg. Co. granted voluntary assignment of license to WHB Bcstg. Co. (WHB-AM-TV) for $1,750,000. WHB Bcstg. is wholly-owned subsidiary of Cook Paint & Varnish Co. Principals include President **Lathrop G. Backstrom**; Vice Presidents **Donald D. Davis, John F. Cash, John T. Schilling** and **Dupuy G. Warrick.** Granted June 9.

WKNY Kingston, N. Y.—Kingston Bcstg. Corp. granted assignment of license to J. K. C. Bcstg. Corp. No consideration involved as stockholders retain identical interests as purpose of application is to change from New Hampshire corporation to New York corporation. Granted June 1; announced June 7.

WJNC Jacksonville, N. C.—Lester L. Gould granted voluntary assignment of license to Greater Carolinas Tv & Radio Industries Inc., a corporation in which Mr. Gould retains 99.99% interest. Granted June 1; announced June 7.

KOIN-AM-FM Portland, Ore.—Mt. Hood Radio & Tv Bcstg. Corp. granted voluntary transfer of 50% interest by Samuel I. and Mitzi E. Newhouse to Central New York Bcstg. Corp. (WSYR-AM-TV) Syracuse for $556,500. WSYR is owned by the Newhouse family. Granted June 9.

WKDA Nashville, Tenn.—A. G. Beaman and T. B. Baker Jr. d/b as Capitol Bcstg. Co. granted voluntary transfer of control to Capitol Bcstg. Co. through sale of all stock for $312,500. Principals include President-Treasurer **John W. Kluge** (73%), president-majority stockholder WGAY Silver Spring, Md., and KXLW Clayton, Mo.; secretary-treasurer-25% stockholder WLOF Orlando, Fla., and treasurer-stockholder Mid-Florida Tv Corp., applicant for new tv station at Orlando; Vice president-Secretary **Harvey L. Glascock; Elmer G. Otten** (7%); **Leopold Peavy** (10%), and **John O. Hedden** (10%). Granted June 9.

WCAV Norfolk, Va. — Cavalier Bcstg. Corp. granted voluntary transfer of control to Rollins Bcstg. Inc. through sale of all stock for $20,000. President O. Wayne Rollins and Vice President John W. Rollins individually purchase the outstanding accounts for $70,000. Rollins Bcstg. operates WRAD Radford, Va., WJWL Georgetown, Del., WNJR Newark, N. J., WAMS Wilmington, Del., permittee of WHRN (TV) Dover, Del. and is applicant for new am station at Indianapolis, Ind. Granted June 9.

WRAP Norfolk, Va.—Rollins Bcstg. Inc. granted voluntary assignment of license to Cy N. Blumenthal for $55,000. Mr. Blumenthal is vice president-⅓ owner WCAN-AM-TV Milwaukee, Wis., and treasurer-39% stockholder WARL-AM-FM Arlington, Va. Sale is contingent upon FCC approval of Rollins purchase of WCAV there. Rollins operates WRAD Radford, Va., WJWL Georgetown, Del., WNJR Newark, N. J., WAMS Wilmington, Del., permittee of WHRN (TV) Dover, Del., and is applicant for new am station at Indianapolis, Ind. Granted June 9.

WJWS South Hill, Va.—Mecklenburg Bcstg. Corp. granted voluntary assignment of license to Old Belt Bcstg. Corp. for $50,000 and assumption of obligations for $4,800. Principals include President **C. D. Pennington Jr.** (3%), farm supplies; Vice President **W. R. Kirkland** (7.5%), soft drinks bottler; Secretary **W. B. Hofler** (7.5%), WJWS station manager; **J. C. Oakley** (14.9%), department store owner; **F. E. Watkins** (14.9%), real estate, auto dealer, lumber; **R. E. Daniels Jr.** (14.9%), wholesale oil distributor. Granted June 9.

APPLICATIONS

WAAB-TV Worcester, Mass.—Wilson Enterprises Inc. seeks assignment of CP for uhf ch. 20 to WAAB Inc. No consideration involved as application is for merger purposes and ownership is retained by George F. and Kathleen I. Wilson. Filed June 3.

WAAB Worcester, Mass.—WAAB Inc. seeks voluntary transfer of control to George F. Wilson (80%) and Kathleen I. Wilson (20%). No consideration involved. Filed June 3.

WGAN-AM-TV Portland, Me.—Guy Gannett Bcstg. Services seeks involuntary transfer of control to Old Colony Trust Co., Jean G. Williams and John H. Gannett, executors and trustees of the estate of Guy Gannett (99%), deceased. Filed June 3.

WCOW South St. Paul, Minn.—Victor J. Tedesco, Albert S. Tedesco, Antonio S. Tedesco and Nicholas Tedesco d/b as South St. Paul Bcstg. Co. seek voluntary assignment of license to Victor J. Tedesco, Nicholas Tedesco and Antonio S. Tedesco d/b as South St. Paul Bcstg. Co. Victor J. and Nicholas Tedesco obtain 25% interest of Albert Tedesco in exchange for $5,000 and their ⅔ interest in KDUZ Hutchinson, Minn., and each will now own 37½%. Filed June 2.

KDUZ Hutchinson, Minn.—Victor J. Tedesco, Albert S. Tedesco and Nicholas Tedesco d/b as McLeod County Bcstg. Co. seek voluntary assignment of license to Albert S. Tedesco and Patricia W. Tedesco d/b as McLeod County Bcstg. Co. Mr. Albert Tedesco obtains remaining ⅔ interest in exchange for his 25% interest in WCOW South St. Paul, Minn., and $5,000. Filed June 2.

KGHL Billings, Mont.—Northwestern Industries Inc. seeks voluntary assignment of license to Midland Empire Bcstg. Co. for $270,000. Principals include President **P. N. Fortin** (50%); Vice President-Treasurer **Warren J. Hancock** (25%), and **Kenneth L. Hancock** (24.8%); all are associated in oil and gas production. Filed June 4.

WIFM-AM-FM Elkin, N. C.—James B. Childress seeks voluntary assignment of license to Tri-County Bcstg. Co. for $35,500. Principals include President **Harvey F. Laffoon** (⅓), publisher *Elkin Tribune*, Elkin, N. C.; Vice President **Ed M. Anderson** (⅓), president-majority stockholder WBBO-AM-FM Forest City, WPNF Brevard, and vice president-25% stockholder WBRM Marion, owner *Skyland Post*, West Jefferson, *Alleghany News*, Sparta, and *Transylvania Times*, Brevard, all in N. C.; and Secretary-Treasurer **W. P. Erwin** (⅓), president-general manager-50.25% owner WBRM. Filed June 4.

KASH Eugene, Ore.—Radio Air Ways Inc. seeks voluntary acquisition of control by E. L. Kincaid through purchase of 49.8% stock interest of G. G. Van der Vlugt for $65,000. Mr. Kincaid will now own 99.6% interest. Filed June 3.

WAPA-TV San Juan, P. R.—Jose Ramon Quinones seeks assignment of CP to Ponce de Leon Bcstg. Co. of P. R. for $20,000 in equipment. Mr. Quinones retains 78% interest. Other principals include **Goar Mestre** (8%), **Abel Mestre** (6%), and **Luis August Mestre** (6%); all are principals in CMQ-AM-TV Havana and the Circuito CMQ radio-tv networks. Filed June 2.

KNET Palestine, Tex.—Palestine Bcstg. Corp. seeks voluntary transfer of control to Dr. Milton D. Queen and 8 others through sale of all stock for $32,500. Principals include **Dr. Milton D. Queen** (20½%), optometrist; **H. C. Bennett** (10½%), jewelry: **James T. Turner** (10½%); **Allan E. Vinsen** (10½%), program director KRBA Lufkin and KLTI Longview, Tex., and **C. Ray Cooper** (10½%), optometrist. Filed June 8.

Hearing Cases . . .

INITIAL DECISIONS

Sacramento, Calif.—New tv, vhf ch. 3. FCC Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of the application of KCRA Inc. for CP for new tv station on ch. 3 in Sacramento, Calif.; engineering condition, and denial of competing application of Sacramento Broadcasters Inc. Action June 7.

Daytona Beach, Fla.—New tv, vhf ch. 2. FCC Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of the application of Telrad Inc. for CP for new tv station on ch. 2 in Daytona Beach, Fla., with ERP of 1.26 kw visual and 0.72 kw aural; engineering conditions. Action June 8.

Shreveport, La.—New tv, vhf ch. 12. FCC Hearing Examiner Fanney N. Litvin issued initial decision looking toward grant of the application of Shreveport Television Co. for CP for new tv station on ch. 12 in Shreveport, La., and denial of competing applications of Southland Television Co. and Radio Station KRMD. Action June 8.

Henderson, Nev.—New tv, vhf ch. 2. FCC Hearing Examiner Claire W. Hardy issued initial decision looking toward grant of the application of Southwestern Pub. Co. for CP for new tv station on ch. 2 in Henderson, Nev.; engineering condition. Action June 8.

Tulsa, Okla.—New tv, vhf ch. 2. FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of Central Plains Enterprises Inc. for CP for new tv station on ch. 2 in Tulsa, Okla. Action June 9.

OTHER ACTIONS

Oakland, Calif.—FCC designated for consolidated hearing on July 9 the applications of KROW, Television East Bay, Channel Two Inc., and San Francisco-Oakland Tv Inc. for new tv station on vhf ch. 2. Action June 9.

Daytime Skywave—FCC extended the date for filing appearance to July 1, the date for filing briefs to July 8, the date for Oral Argument to July 15, and the time for filing comments to August 12 and replies thereto to August 17. Action June 4.

Daytona Beach, Fla.—Vhf ch. 2 proceeding. FCC Comr. Robert E. Lee granted petition of News Journal Corp. to dismiss its bid for new tv station on vhf ch. 2 which was dismissed with prejudice and retained in hearing bid of Telrad Inc. for same facilities. Action June 3.

Chicago, Ill.—Vhf ch. 2 contest. By Memorandum Opinion and Order, the Commission denied a motion filed April 22 by Zenith Radio Corp. for enlargement of the issues in the comparative proceeding with Columbia Broadcasting System Inc. (WBBM-TV), for operation on tv ch. 2 in Chicago, Ill. Action June 4.

Des Moines, Iowa—Vhf ch. 8 proceeding. By Order, the Commission denied petition filed March 31 by Cowles Broadcasting Co. for an order authorizing the hearing examiner to add an issue to determine whether the funds available to Murphy Broadcasting Co. will give reasonable assurance that its proposals will be effectuated, in proceeding involving applications of Cowles and Murphy for new tv station on ch. 8 in Des Moines, Iowa. Action June 3.

Pontiac, Mich.—By Order, the Commission (1) granted a petition filed jointly by James Gerity Jr., Pontiac, Mich., and WKMH Inc., Flint, Mich., to dismiss protest filed by WKMH Inc. directed against a grant of the application of Gerity for a CP for new am station in Pontiac, Mich., on 1460 kc, 500 w, unlimited time, DA-night, engineering conditions, which grant was postponed on protest by WKMH Inc. and the application redesignated for hearing; (2) withdrew application from hearing docket, and (3) made said grant effective immediately. Action June 3.

WRGB (TV) Schenectady, N. Y.—General Electric Co. FCC set aside action of May 19, which inadvertently granted renewal of license for vhf

• schafer economy model
remote control for $995

paul schafer
custom engineering
2279 ALLESANDRO STREET
LOS ANGELES 39, CALIFORNIA
TELEPHONE: NOrmandy 2-2161

ch. 6 and returned application as the station is presently operating on ch. 6 under STA. WRGB (TV) was subject to FCC show cause order requiring it to change from ch. 4 to ch. 6. Action June 9.

Tulsa, Okla.—Vhf ch. 2 proceeding. FCC Comr. Robert E. Lee dismissed with prejudice application of The Oil Capital Tv Corp. and retained in hearing application of Central Plains Enterprises Inc. Action June 7.

Greenville-Spartanburg, S. C.—FCC by Memorandum Opinion and Order, denied protest filed May 6, by Greenville Television Co., permittee of tv station WGVL (TV) (ch. 23), Greenville, S. C., directed against the Commission's action of April 30 in granting without hearing the application of Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C., for mod. of CP (ch. 7) to specify location of transmitter on Paris Mountain with ERP of 200 kw visual, 120 kw aural, antenna height above average terrain 1,182 ft. Comr. Hennock dissented. Action June 4.

Memphis, Tenn.—Vhf ch. 3 proceeding. By Order, the Commission denied a petition filed Jan. 19 by Hoyt B. Wooten, d/b as WREC Bcstg. Service requesting that the examiner's ruling with respect to a detailed item under one of its points of reliance entitled "Superior Past Programming" be overruled, in proceeding involving its application and that of WMPS Inc. for new tv station on ch. 3 in Memphis, Tenn. Comrs. Doerfer and Lee issued dissenting statements. Action June 4.

Big Spring, Tex.—Vhf. ch. 4 proceeding. FCC Comr. Robert E. Lee granted petition of Texas Telecasting Inc. to dismiss without prejudice its bid for new tv station on vhf ch. 4 and retained in hearing the application of Big Spring Bcstg. Co. Action June 7.

Hearing Calendar . . .

June 14

New Orleans, La.—Vhf. ch. 4, further hearing before Examiner Elizabeth C. Smith—WWL, WTPS, WNOE.

Hatfield, Ind.—Vhf ch. 9, before Examiner Thomas H. Donahue—WOMI, WVJS Owensboro, Ky.

June 15

Pittsburgh-Irwin, Pa.—Vhf. ch. 4, further hearing before Examiner Elizabeth C. Smith—KQV, WCAE, WLOA, Wespen Tv Inc., Irwin Community Tv Co.

Walnut Creek, Calif.—New am, 1340, before Examiner John P. Poindexter—Arthur Westlund, KSRO Santa Rosa.

Atlanta, Hartselle, Douglas, Ga.—New am, 860 kc, further hearing before Examiner James D. Cunningham—Dorsey Eugene Newman, Hartselle, WERD Atlanta, WDMG Douglas, WAMI Opp, Ala.

Routine Roundup . . .

June 3 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

By Memorandum Opinion and Order, denied petition of K-SIX Television Inc., Corpus Christi, Tex., filed May 20, to take official notice or reopen the record in re proceeding for ch. 10 in Corpus Christi (Dockets 10556 et al.), for the purpose of incorporating an affidavit from the City Secretary. (Action of 5/27).

Corpus Christi, Tex., Gulf Coast Bcstg. Co., Baptist General Convention of Texas—Granted petition of Baptist General Convention for leave to accept late its proposed findings in re proceeding for ch. 6 (Dockets 10559-60). (Action of 6/1).

By Hearing Examiner Herbert Sharfman

Issued an Order to govern the course of the hearing in re applications of WKAT Inc. et al. for ch. 10 in Miami, Fla. (Dockets 9321 et al.).

By Hearing Examiner Charles J. Frederick

Norfolk, Va., Beachview Bcstg. Corp.; Portsmouth, Va., Portsmouth Radio Corp.—Granted motion of Portsmouth to correct the transcript in proceedings re applications for ch. 10 (Dockets 10800-01). (Action of 6/1).

Hastings, Neb., The Seaton Pub. Co.—On motion by the applicant, postponed from June 3 to July 1 the date for taking oral testimony in re proceeding for ch. 5 (Docket 10965). (Action of 5/26).

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs., Klamath Falls Tv Inc.—Granted joint motion requesting continuance from June 2 to June 10 of the further hearing conference in re applications for ch. 2 (Dockets 10980-81).

By Hearing Examiner Millard F. French

Springfield, Ill., Sangamon Valley Tv Corp., WMAY-TV Inc.—Granted joint request for extension of time from June 14 and June 30 to July 5 and July 20, respectively, in which to file proposed findings in re applications for ch. 2 (Dockets 10701, 10703).

By Hearing Examiner Claire W. Hardy

Dothan, Ala., WOOF Television Corp., Ala-Fla-Ga Television Inc.—Ordered minor corrections to the initial decision released May 27, in re applications for ch. 9 (Dockets 10991-92).

By Hearing Examiner Harold L. Schilz

Biloxi, Miss., Radio Associates Inc., WLOX Bcstg. Co.—Ordered corrections to be made in the transcript of record of hearings held in re applications for ch. 13 (Dockets 10844-45).

By Hearing Examiner John B. Poindexter

Issued an Order which shall control the subsequent course of the hearing in re applications of Ector County Bcstg. Co., et al., for ch. 7 in Odessa, Tex. (Dockets 10974 et al.). The taking of oral testimony in this proceeding will begin on June 7.

June 3 Applications

ACCEPTED FOR FILING

Modification of CP

WATR-TV Waterbury, Conn., WATR Inc.—Mod. of CP (BPCT-965), as mod., which authorized new station for extension of completion date to 12-29-54.

KTVE (TV) Longview, Tex., Arlington James Henry, tr/as East Texas Television Co.—Mod. of CP (BPCT-1777), as mod., which authorized replacement of expired CP for a new tv station for extension of completion date to 8-1-54 (BMPCT-2157).

License for CP

WTAR-TV Norfolk, Va., WTAR Radio Corp.—License to cover CP (BPCT-909), as mod., which authorized new tv station (BLCT-205).

June 4 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Chief Broadcast Bureau—Granted petition for an extension of time to and including June 10 within which a reply may be filed to petition of Signal Hill Telecasting Corp. protesting grant of application of KWK Inc. for ch. 4 in St. Louis, Mo. (Docket 8810; BPCT-324).

Chief Broadcast Bureau—Granted petition for an extension of time to and including June 8 within which answers may be filed to petitions to enlarge issues in re tv ch. 6 at Whitefish Bay, Wis. (Dockets 11009 et al).

Los Angeles, Calif., William and Lee A. Odessky—Granted petition for dismissal of their application for a new am station (Docket 8850; BP-6023).

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By Hearing Examiner William G. Butts

Detroit, Mich., Booth Radio & Tv Stations Inc., Woodward Bcstg. Co.—Granted joint petition for postponement to July 7 for submission of their direct case, and that each direct case shall be introduced in evidence at a further hearing to be held July 12 instead of June 10, in proceeding re ch. 50 (Dockets 10660-61).

By Memorandum Opinion and Order, denied requests made by Southern Tier Radio Service Inc., applicant for ch. 40 at Binghamton, N. Y., and the Chief of the Broadcast Bureau, that the order of May 19 be reconsidered and modified (Dockets 10681-82).

By Hearing Examiner Isadore A. Honig

Issued an Order which shall control the further course of hearing in re applications of Appalachian Bcstg. Corp. and Tri-Cities Television Corp., for ch. 5 at Bristol, Va.-Tenn. (Docs. 10879-80); said hearing to commence July 12.

By Hearing Examiner Annie Neal Huntting

Tulsa, Okla., Central Plains Enterprises Inc., The Oil Capital Tv Corp.—Granted petition of Oil Capital for continuance of hearing from June 2 to June 7 in re applications for ch. 2 (Dockets 10839, 10841).

By Hearing Examiner Herbert Sharfman

Knoxville, Tenn., Scripps-Howard Radio Inc., Radio Station WBIR Inc., Tennessee Tv Inc.—Granted motion of Scripps-Howard for additional time to file proposed findings now due June 15 in proceeding re ch. 10 (Dockets 10512 et al), and such time is extended to July 6, with counter-findings, if any, due 15 days thereafter.

June 7 Decisions

BROADCAST ACTIONS

Actions of June 4

Granted License

WCEF Parkersburg, W. Va., Clarence E. Franklin—Granted license for am station; 1050 kc, 250 w, D (BL-5272).

KFMU Glendale, Calif., Nicholas M. Brazy—Granted license for fm broadcast station; ch. 246 (97.1 mc); 58 kw, U (BLH-968).

Granted CP

WMFG Hibbing, Minn., Head of the Lakes Bcstg. Co.—Granted CP to change transmitter and studio location (BP-9280).

WNBK Cleveland, Ohio, National Bcstg. Co.—Granted CP to install an auxiliary transmitter at the main transmitter site specified in CP (BMPCT-918) (BPCT-1867); completion date 2-4-55.

WUSV Scranton, Pa., U. of Scranton—Granted CP to change transmitter and studio locations of noncommercial educational fm station (BPED-253).

Modification of CP

KTUE Tulia, Tex., Tulia Bcstrs.—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6494).

WFAR Farrell, Pa., Sanford A. Schafitz—Granted Mod. of CP to change type transmitter and change studio location (BMP-6525).

The following were granted Mod. of CP's for extension of completion dates as shown: WABJ Adrian, Mich., to 12-9-54, conditions; WJBK Detroit, Mich., to 12-9-54, conditions.

Actions of June 3

Granted License

WEKY Richmond, Ky., Dages I. Boyle—Granted license for am broadcast station; 1340 kc, 250 w, U (BL-5147).

Modification of CP

KELP El Paso, Tex., Trinity Bcstg. Corp.—Granted Mod. of CP to mount tv antenna on #1 tower of directional array (increase height); conditions (BMP-6534).

WRBL-FM Columbus, Ga.—Granted Mod. of CP for extension of completion date to 7-7-54.

Actions of June 2

Granted License

WSIG Mt. Jackson, Va., Richard Field Lewis Jr.—Granted license for am broadcast station; 790 kc, 1 kw, D (BL-5292).

WBEN Buffalo, N. Y., WBEN Inc.—Granted license covering installation of new auxiliary transmitter (BL-5300).

WSPD-FM Toledo, Ohio, Storer Bcstg. Co.—Granted license for fm broadcast station; ch. 268 (101.5 mc), 23 kw, U (BLH-967).

Granted CP

WMOZ Mobile, Ala., Gadsden Radio Co.—Grant CP to install new transmitter (composite); conditions (BP-9281).

Modification of CP

WEAT West Palm Beach, Fla., James Robert Meachem—Granted Mod. of CP to increase height of No. 2 tower by addition of tv antenna and specify studio location (BMP-6516).

KTLA Los Angeles, Calif., Paramount Television Productions Inc.—Granted Mod. of CP to install new antenna system and make other equipment changes; completion date 12-2-54 (BMPCT-2119).

(Continued on page 117)

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager anxious for advancement to large market. Opening to become manager. Box 602D, B•T.

Mississippi daytime indie wants manager with strong sales experience and managerial ability. No dreamers, drifters, artiste. Begin salary $85.00. week plus overide and car expense. Good living conditions. Send resume of experience—personal background—photo. Box 644D, B•T.

Sales manager to assume responsibility of sales department. Two other sales people now in department. Michigan 5,000 watt station. New car furnished annually. Good salary-commission arrangement. Box 645D, B•T.

Salesmen

Guaranteed income $400. monthly against commission, protected territory, active account list, fertile market. Bonus, company paid pension plan. Independent daytime kilowatt wants experienced sales producer who desires to settle in progressive northern Illinois community. Personal interview required. State age, experience. Box 495D, B•T.

Radio salesman wanted. Long-established Virginia network station requires experienced salesman. Position permanent. Send complete account of sales background, references and salary expected. Box 687D, B•T.

Time salesman to earn guarantee and commission and all around announcer at KOPR and KOPR-TV, Butte, Montana. Residents of northwest preferred. Contact Ed Cooney, KOPR-KOPR-TV, Finlen Hotel, Butte, Montana.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Experienced salesman with competitive major market experience. Intermountain Network expansion in Salt Lake and Denver markets requires additional outstanding account executives. Send complete resume, recent photo, references to Mr. Hatch, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Announcers

Salesman or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Experienced staff announcer with good knowledge of music for 5,000 watt CBS affiliate in northwest college town. Westerner preferred. KGVO, Missoula, Montana.

Technical

Chief engineer for western New York station. Wonderful opportunity for right man to invest in growing station. Send full particulars and photo first letter. Box 450D, B•T.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Box 621D, B•T.

Station 60 miles from New Orleans, wants combo man, 1st phone, $2.00 per hour—time and a half overtime. Airmail or wire Manager KTIB, Thibodaux, La.

Chief engineer, part-time announcer, July 1st, southeast. Good starting salary, regular advancement. Call or wire WJMA, Orange, Virginia—7263.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Help Wanted—(Cont'd)

Wanted at once. Radio writer. Must be able to produce acceptable continuity for radio shows. Excellent opportunity for right person. Good working conditions NBC affiliate in large midwest market. Write Box 666D, B•T.

Television

Help Wanted

Salesmen

Excellent opportunity for experienced television account executive with earning potential in 5 figures. If you can sell tv in a captive market, this is the greatest opportunity in tv time sales you can find. It's a small market but a healthy one. Contact Jerry Burns, General Manager, KIVA-TV, Yuma, Arizona.

Technical

Assistant chief engineer for 100 kw vhf large S. E. area. Must have good knowledge video theory and operations. Able to assume maintenance responsibilities. Good salary, excellent opportunity under stable management in successful tv operation. Replies confidential. Box 631D, B•T.

Need engineer with limited tv experience. Excellent opportunity for broad experience in every engineering division of network tv station in southwest. Also will shortly have opening for good announcer. Box 646D, B•T.

Television engineers: Must have experience in vhf or uhf transmitters and/or control and associated equipment. Ideal working conditions. Apply by letter only, stating qualifications, references, salary desired. C. R. Thon, Chief Engineer, WGLV-TV, Easton, Pa.

Production-Programming, Others

Excellent opportunity for experienced television continuity department head in long established major vhf station. Creative and administrative ability essential. Send complete information on education, background and experience with sample copy to Box 632D, B•T.

Situations Wanted

Managerial

Successful salesman large metropolitan western market, desires opportunity for expansion into possible management-ownership smaller station. Under 40, capable, mature. Can furnish proof of performance and excellent recommendations. Have cash for initial investment if potential is right. Prefer Rocky Mountains or west. **Box 565D, B•T.**

Successful manager, commercial manager employed in present job for many years desires change. Producer. **Excellent references. Prefer** southwest. Box 568D, B•T.

Sales manager am or tv. **Time salesman for station rep. Station salesman '48-'53—Presently employed** by representative in New York. Outstanding sales record. **Box 598D, B•T.**

Florida broadcasters! Wish I could meet with you in Miami, but I am still looking for that Florida connection. Management, sales, or part investment. Box 605D, B•T. Am, fm and tv experience, all phases except technical.

Commercial manager, 15 years small market. Now employed. Box 634D, B•T.

Age: 36. **Experience:** 12 years radio—1½ television. Education: B. Sc. business administration. M. A. with thesis, "Personnel Administration in Radio and Television." Greatest asset: Many friends. Box 648D, B•T.

Experienced manager, economy minded, witness this ad. Good radio background. Box 658D, B•T.

Sales manager—manager now available. 20 years experience all phases of radio with accent on sales in both large and small markets. Recently sold interest in southern station. Family man, community leader, with highest references in industry. Available for personal interview. Box 670D, B•T.

Managers-sales manager—radio or tv, considered among the best in sales. Over 20 years experience. Good man, looking for good station. Will go anyplace. Very best of references as to character and ability. Not afraid of tuff market. This is not just another ad, I can really get the job done. Box 678D, B•T.

Situations Wanted—(Cont'd)

Salesman

Salesman-program director: Experienced, capable all phases radio. Proven asset to medium and small market operations. Data upon request. Box 642D, B•T.

Announcer-salesman: Excellent voice, some experience, dependable. Desire sales opportunity. Will travel. Box 690D, B•T.

Announcer

Announcer-experienced, mature. Summer replacement, or now thru Sept. Experienced production, direction, copy. Taught radio. Box 437D, B•T.

Combo man, some experience, wishes local station employment within commuting distance of New York City. Box 463D, B•T.

California stations: **Good announcer wants good job. Midwesterner, 25, experienced. Box 509D, B•T.**

Combo man—college graduate. Good news, sports, play-by-play, baseball, football, light experience car. Draft exempt. **Preferably 250-500 watt station.** Box 553D, B•T.

Team, male and female, 3rd phone each. Saleable personalities, do early morning show and local women's hour. Willing, sell and service accounts. Contract, or staff with talent, until show time sold. Box 613D, B•T, or DUpont 7-1432, Bradley (9-1 EDT), Washington, D. C.

Six months experience. Emphasis—news, DJ. Veteran. Box 564D, B•T.

Florida position, 1st phone graduate, no drifter, reliable, conscientious, earnest. Box 620D, B•T.

Experienced major phases, now employed, desires position with potential and chance to do more. Prefer midwest. Box 623D, B•T.

Announcer-DJ. Employed mid-Atlantic major market. Four years experience. College graduate. Married. Want northeast. Box 625D, B•T.

Experienced staffman. All phases broadcasting-cross board operations-newscasts, commercials, disc jockey (ad-lib-interviews-balance) pleasing voice and personality—available. Box 626D, B•T.

Negro DJ wants small station. Tape, ticket, references. Light experience. Box 627D, B•T.

Alert, conscientious announcer. Light experience, combo work, southern station. Strong on farm programming. Third class ticket, tape, resume. Veteran, married. Can travel. Box 628D, B•T.

Announcer. Five years experience. Mature. Persuasive air style. Finest references. Box 630D, B•T.

Good caliber announcer — varied experience — seeking position approximately two hundred miles from New York City. Box 633D, B•T.

Dependable—versatile—1st phone, wants permanent position, advancement staff announcer network television or radio. Prefer union station. Box 636D, B•T.

Announcer—experienced 5 years all phases. Available 15 July after Navy discharge. 27, married, car, 1st phone. Program director small station—announcer large city. Salary requirements 3 figures. 40 hour week—future. Box 637D, B•T.

Young experienced DJ. Specialty, staff. News, board. Knows music. Resume. Box 643D, B•T.

Announcer, 25, experienced. Strong music and news; operate board. Tape available. Box 647D, B•T.

Need a hard working, very conscientious combo man? First phone, experienced, sober, married. Will consider straight engineer in larger station. Box 653D, B•T.

Extra! Extra! Announcer-newscaster, with easy to listen to speaker. Box 654D, B•T.

Sports station take note! Salable sportscaster with experience wants to relocate with sports minded station. Sports-director at small indie at present. Personal interview, future and permanent position main requisites. Radio wise, versatile. Box 660D, B•T.

Midwest. Ability, voice, background for exceptional news, commercials, records. Year experience indicating solid prospects, steady development. Single, 32. Details appreciated; available immediately. Box 667D, B•T.

Need an announcer? Don't hire me. I'm terrible. But, if you insist, I'll send a tape and resume. Box 669D, B•T.

Situations Wanted—(Cont'd)

"Living with Lil"—78 rhythmic revolutions per minute when Lil spins the discs. Copy and women's shows too. Attractive, personable, negro. Box 673D, B•T.

Top announcer. Recent school graduate, college, negro with unmarked speech. Collective appeal. Tape, photo, resume. Box 675D, B•T.

News editor, staff announcer, 4 years experience, dee jay, 27, veteran, permanent, dependable. Box 680D, B•T.

Announcer, recent broadcasting school graduate. Good DJ, news, sports, board. Tape. Box 688D, B•T.

Announcer-DJ, 2½ years experience, versatile, excellent news and commercial delivery; thorough knowledge of music. Best references. College. Seeking permanent position with progressive organization. Tape and resume. Box 689D, B•T.

Available—experienced announcer, DJ. News. Married. Boesch, 318 N. Locust, Centralia, Ill.

Wanted—employer who is willing to hire little experienced announcer. Cambridge Radio School graduate. Strong DJ, news, commercials. Veteran. Ray Cascone, 85 Hillside Avenue, Mt. Vernon, N. Y.

Announcer, staff—personality, DJ, strong commercials, news, veteran, travel. Tape—resume. Bob Ditcher, 1154 Sheridan Avenue, Bronx 56, New York. JErome 8-2159.

Excellent, experienced announcer available. Lou Douglas, % Plevretes, 3252 45th Street, Long Island City 3, N. Y.

Announcer, AFTRA, experienced personality DJ, news, console. Bud Ferris, 1821 E. 3rd Street, Brooklyn 23, N. Y.

Announcer, negro. Disc jockey and ad-lib specialist. Marion Leroy Frazier, 105-19 37th Ave., Corona 68, New York.

Announcer—ambitious, veteran, DJ—strong commercials and news. Travel. Stan J. Kordel, 3407 DeKalb Avenue, New York 67, N. Y. OLinville 2-4620.

1 year experience hillbilly, popular. Call 7141, St. Paul, Virginia. Write Lesley Pack, St. Paul, Virginia.

Announcer and/or director, 3½ years experience, both radio and television. Donald Parker, 32 Porter Street, Malden, Massachusetts.

Announcer, school experience only, commercial voice, good DJ, news, sports. Tape. Available now. Joe Pasca, 2131 Chatterton Avenue, Bronx 72, N. Y.

Experienced announcer. Single. Draft exempt. Good references. Network affiliate. Doug Stone, 611 Page, Austin, Minnesota.

Staff announcer. One year's experience. DJ news, control board, married, veteran. Roy A. Williamson, 643 Front Street, Teaneck, N. J.

Technical

Engineer, experienced, operation, maintenance, am, fm, 1st ticket. No combo. Immediately available. Box 593D, B•T.

Chief four years, radio eight. Experienced Western Electric, directional, construction. Phone, telegraph, amateur, married, car. Box 638D, B•T.

Transmitter engineer, first class, college trained, experienced am-tv. Desires permanent position in Gulf Coast states. Box 650D, B•T.

Transmitter engineer, experience, married. No announcing. Available July 1st. Box 655D, B•T.

Texas, southwest: Chief engineer, fourteen years diversified experience, light announcing. Box 657D, B•T.

Practical, well educated, executive engineer with unusual experience in all phases of am, fm, and tv. **Interested** in responsible position with responsible organization. Excellent references. Complete details on request. Box 671D, B•T.

RCA graduate, single, first phone, some electronic experience, prefer East Coast. Box 676D, B•T.

Physics major, 34, family man, 13 years experience, all phases broadcasting, including 8 years engineer with "The Voice of America." Currently employed, electronic research, L. A. area. Want permanent job with responsibilities, West Coast. Box 679D, B•T.

Situations Wanted—(Cont'd)

Experienced chief engineer, good maintenance, available soon. Box 681D, B•T.

Technician—6 years experience, console, transmitter, remotes, recordings. Box 682D, B•T.

Engineer or chief small station. Mature, highly experienced technician—17 years broadcasting, desires contact for July leading to permanent situation. Box 685D, B•T.

1st phone, recent graduate RCA technical school. Station experience in service. Willing to work hard and learn. Will relocate. Write Frank Del Rosso, 182 Oakland Ave., Jersey City, N. J.

Straight engineer, experienced, first phone ham license, now available. Richard Roeder, 504 Benner Street, Highland Park, New Jersey

Production-Programming, Others

Experienced copywriter, employed, seeks better opportunity. Can write copy that sells. Capable, reliable. Box 651D, B•T.

Copy-girl, traffic, air work. General experience in program department. 23, college graduate, references. Resume and tape. Box 652D, B•T.

Rough tv competition? Seven years radio, six tv program manager. Interested radio alone or dual am-tv operation. Confidential. Box 663D, B•T.

Experienced in programming, sales, production and broadcasting. Have managerial experience. Play-by-play Class AA baseball, college football and basketball . . . also staff work. Can write or re-write local news. Family man . . . dependable and congenial. Box 684D, B•T.

Merchandising and promotion salesman available. Five years experience with merchandising, product display, sales analysis, demonstrations, with large national soap companies and food companies. College graduate, vet., please write Box 693D, B•T.

Television

Situations Wanted

Managerial

Tv sales manager available. Heavy background in regional and national selling. Vhf sales manager in top market for over year. Married, family, young, aggressive, stable. Excellent recommendations. Midwest preferred. Available July 15. Address inquiries to Box 674D, B•T.

Salesmen

Top-flight advertising salesman—**5 years sales experience, including radio, desires television sales. Journalism graduate, veteran, relocate anywhere. Box 588D, B•T.**

Salesman 15 years small radio market, now employed wants tv connection. Box 635D, B•T.

Announcers

1st phone-announcer—desire tv position, northeast area. Four years am network, married, RCA graduate. Box 683D, B•T.

Technical

Presently employed chief engineer vhf, interested in relocating in permanent, progressive new or existing operation. Experienced all phases tv including building design, installation and personnel training. Box 552D, B•T.

Production-Programming, Others

Film editor. Year experience midwest station. Did some directing. Still and motion picture photo bug. Will travel, 27, single, veteran. Consider anything. Box 475D, B•T.

Program director with sound background of successful programming and production in all phases of radio wants to put mature, creative showmanship to work in television. Box 640D, B•T.

Situations Wanted—(Cont'd)

Tv program manager and film director—10 years experience radio and tv—presently employed in same capacity—interested in challenge of larger market. Prefer east coast or Florida. Box 649D, B•T.

Hypo your Hooper! Program manager employed vhf desires to relocate. Not afraid of uhf. Confidential. Box 664D, B•T.

Program director for your currently operating station or for the applicant desiring capable man to prepare FCC exhibits through putting and maintaining station on-the-air. 7 years proven experience, in tv, film, stage, radio, recording. All details by contacting Box 665D, B•T.

Young production manager, director, have four years tv experience. Directed and produced local and network shows. Film and agency background at large station. Have family and excellent references. Box 677D, B•T.

For Sale

Stations

Rocky Mountain. Indie. 1 kw. Only $15,000 down. Box 624D, B•T.

Excellent 250 watt daytime facility, modern plant all under one roof, only station in town of 15,000, profitable, midwest, 100% for sale. Only principals financially qualified respond. $85,000 total. Terms possible. Box 659D, B•T.

For sale, all or part of established uhf network affiliate television station in major Eastern market. Small cash payment. Write or wire Box 672D, B•T.

Other station interest makes it necessary to sell profitable local station New York. Principals only. Box 691D, B•T.

Free list of good radio buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Northwest. 250 watter, D, 1230 kc. Unopposed city of 12,000. Gill-Perna, UP, Raytheon, studio transmitter. $11,000.00 will handle. May Brothers, Brokers, Binghampton, N. Y. List your station with us. We have the buyers.

Equipment Etc.

One kw, am, Raytheon transmitter. Used 7,000 hours. Like new condition. Available immediately. We went to 5,000. Box 629D, B•T.

Have spare zoomar lens; perfect condition. Box 686D, B•T.

GE 10 kw fm transmitter in excellent condition. $3,000.00 fob KOWH, Omaha, Nebraska.

Best offer takes 325 ft. Model H-30 Truscon Tower standing. Available about 60 days. WBML, Macon, Ga.

Priced for quick sale! Now in use—available before July 1st. 375 foot Windcharger tower, type 300, A-3fl. beacon and side lights, suitable for tv; Gates 250 watt transmitter, type 250 C-1, operating at 730 kc with complete Rust remote control set; Gates modulation monitor, type MO2639; Doolittle frequency monitor, model FD-1A, serial #1355 operating at 730 kc; 300′ coax. ⅜″. Save thousands! Phone 36-2703, **WDIA, Memphis, Tenn.**

3 RCA #70-C turntables with arms and Universal pickups. 2 Fairchild #524B1 turntables with Western Electric arms and pickup #9-A. 2 spare heads (RCA Universals). Practically new equipment. Reasonable offers accepted—WHAT, 1505 Walnut Street, Philadelphia, Pa.

558-ft. self-supporting tv tower type F-30 Truscon. In storage. Can deliver immediately. WIRE, Indianapolis, Indiana.

Projectors: On hand for immediate delivery, the new Holmes TP projector. Regular price $2,385.00. Special for June $1,795.00, a real buy. Also rebuilt and in new condition, Holmes Model LT complete. Regular $1,800.00. One only at $1,195.00. Gates Radio Company, Quincy, Illinois. Telephone 8202. Ask for Mr. Whitman.

For Rent: Professional television cameras and crews for remote or studio use. Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass.

(Continued on next page)

For Sale

Steel radio towers, fully insulated, free standing, no guys, with tuning houses, obstruction lights, painted international orange and white, in near new condition. 125 feet from insulators to top. $700.00. f.o.b. Los Angeles. Will erect anywhere United States for additional $1,750. Vic Martin, Contractor, Arroyo Parkway at Glenarm, Pasadena, California.

Newest, space-saving workbench, 48" x 24" x 33", completely equipped, shipped f.o.b. knocked down, minutes assembled, only $9.95; Riolemtel, Palatka, Florida.

One Blaw Knox insulated self-supporting tower. Type CK, 364'. $5,000.00 dismantled. J. M. Hamilton & Co., Box 2432, Gastonia, N. C.

GE kw fm transmitter, monitor, racks, jack panels, console, WE and RCA microphones, remote equipment, turntables, Magnecorder, etc. Box 221, Lebanon, Tennessee.

Wanted to Buy

Stations

Radio station with potential but suffering from absentee ownership, poor management or bad breaks. Will purchase provided you will take a realistic price. Your are dealing with individual confidentially. Box 668D, B•T.

Equipment, etc.

Want used 300MM beacon and flasher. Box 455D, B•T.

Fm transmitter, 1 kw. Also accessories. Will consider 250 w. Describe fully, including price. Box 656D, B•T.

Used broadcasting transmitter, 1,000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Noise and distortion meter; audio-signal oscillator. WICY, Malone, N. Y.

Used 250 watt am broadcast transmitter. Radio Station WMS, Williamstown, Mass.

Miami school system needs General Electric BF-2-A, 3 kw or equivalent if priced right (educational outlet). Contact Vernon Bronson, Director, WTHS, 275 N. W. 2nd Street, Miami 36, Florida.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

STOP . . . LOOK . . . LISTEN . . .

TO THESE RESULTS

A Florida Publisher Writes:

"... My use of BROADCASTING • TELECASTING Magazine classified ads over a period of five months has sold 422 copies of our new Speakers Dictionary to radio and television stations throughout the U.S.A., Canada, Puerto Rico and the Hawaiian Islands. I know this result was through BROADCASTING • TELECASTING because my appeal to radio and television stations was only advertised in B•T . . . Sales are still coming in.

(signed)
Rod Arkell,
Sebring, Fla.

B•T can do the same for you. When do we start?

Miscellaneous

Wanted: Good public inquiry contracts. 5,000 kilowatt station in deep south, presently using, with excellent results. Write Box 661D, B•T.

Experienced television salesman and producer are interested investing in established syndicated film series to acquire distribution rights for equity in film properties. Box 692D, B•T.

Help Wanted

TV PERSONNEL WANTED

Channel 8 Station opening August 1 is looking for top personnel. This station is affiliated with CBS radio outlet in West Virginia's richest market. Looking for announcers on both radio and TV; news men on air or camera (writing and photography); producers-directors; film editors; TV continuity writers. Want experienced, dependable, sober people for opportunity to advance. Write: Program Director, WCHS-TV, Charleston, W. Va.

ANNOUNCERS-COPYWRITERS

Southern New England radio station in competitive AM-TV market needs hard-selling air personalities with all-round abilities. Block programming, promotion, assure future.
Also experienced commercial copywriter-secretary.
Interested in top-of-your-class degree broadcasting graduates; or professionals seeking new opportunities.
Send complete background, photo, references, 7½ tape. All replies answered immediately.

Box 641D, B•T

Situations Wanted

Production-Programming, Others

TEAM AVAILABLE NOW

First Phone Operator & Girl Script Writer

Here is an unusual husband-wife team, both college educated with fine voices, who wish to work in mid-south or southwest. Husband, age 31, has first phone license, extensive electronic engineering background, good news announcer. Can be engineer on duty for remote operation. Can't work board due to physical disability. Wife, age 25, good appearance and personality, can write copy, handle traffic, board, public relations, announce. Starting salary about $360. per month.

Write Box 662D, B•T

Television

Situations Wanted

Managerial

RELIABLE EXECUTIVE

Available for managership medium market TV or TV-AM operation. Nearly 20 years thorough broadcasting background. Last 8 years in management; presently General & Commercial Manager of successful, profitable VHF small community. Seeking opportunity offering greater scope for sales, promotion, programming and administrative capabilities, preferably where competition exists. Family man, sober, best references. Would consider key secondary position larger market. For full particulars on the man who can take charge and make your investment produce write or wire Box 622D, B•T.

Situations Wanted (Cont'd)

GENERAL MANAGER

5 years experience — managed both vhf and uhf. Has completely built, trained and organized new station. Long on sales-engineering and program background. Excellent record as producer and money maker. Desire permanent location in Northeast quarter U. S. or Florida. Box 639D, B•T.

Production-Programming, Others

TV PROGRAM DIRECTOR

with thorough knowledge of programming, production, and advertising put TV station on air and into black. Previous experience as radio and TV Program Director includes large and small markets. Looking for permanent position in programming or advertising with medium market station. Currently employed as TV Program Director with good salary but available with reasonable notice. Young man with college education and excellent references. Full details upon request. Box 36D, B•T.

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Instruction

GET YOUR FCC LICENSE NOW

Special Accelerated Tutored Classes
Lowest Price—Guaranteed—Day or Eve.
No Technical Background Required
Inquire Now Classes Starting
Rad-Tel Consultants
1 Beekman St., N. Y., N. Y. Worth 4-1180

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

Many Openings in TV & Radio
Can Place Qualified Personnel in Many Sections. Effective, Confidential Service to Employees and Stations.
Write
RADIO & TV PERSONNEL DIVISION
Bob Bingham Productions, Inc.
2322 Biscayne Blvd., Miami, Fla.

(Continued from page 112)

The following were granted Mod. of CP's for extension of completion dates as shown: WATR-TV Waterbury, Conn., to 12-29-54; WISE-TV Asheville, N. C., to 12-29-54; WNBQ (TV) Chicago, Ill., to 1-1-55; WHBQ-TV Memphis, Tenn., to 12-30-54; KTVE (TV) Longview, Tex., to 12-1-54; KNUZ-TV Houston, Tex., to 12-29-54; KOAM-TV Pittsburg, Kan., to 1-1-55; KLZ-TV Denver, Colo., to 9-1-54; WDAN (TV) Danville, Ill. to 7-31-54.

Actions of June 1

WMCF Memphis, Tenn., Memphis Pub. Co.—Granted license for fm broadcast station; ch. 259 (99.7 mc), 300 kw, U (BLH-966).

Remote Control

KGKB Tyler, Tex., Lucille Ross Lansing—Granted authority to operate transmitter by remote control.

June 7 Applications

ACCEPTED FOR FILING

Modification of CP

WACL Waycross, Ga., Teletronics Inc.—Mod. of CP (BP-8439), as mod., which authorized change in hours of operation and installation of DA for night use only and changes in the DA system for extension of completion date (BMP-6541).

WORX Madison, Ind., Electronic Laboratories Inc.—Mod. of CP (BP-8835) which authorized new standard broadcast station for extension of completion date (BMP-6540).

License for CP

WTOC-FM Savannah, Ga., Savannah Bcstg. Co.—License to cover CP (BPH-1913) which authorized changes in licensed station (BLH-969).

Modification of CP

WNBK (TV) Cleveland, Ohio, National Bcstg. Co.—Mod. of CP (BPCT-1789) which authorized an auxiliary antenna to be used in connection with existing tv station for extension of completion date to 10-25-54 (BMPCT-2160).

KOTV (TV) Tulsa, Okla., Osage Bcstg. Corp.—Mod. of License and Mod. of CP to change name to KOTV Inc. (BMLCT-21, BMPCT-2152).

KOTV (TV) Tulsa, Okla., Wrather-Alvarez Inc.—Amended to change corporate name to Osage Bcstg. Corp. (BRCT-48).

WOR-TV New York, N. Y., General Teleradio Inc.—Mod. of CP (BPCT-1308), as mod., which authorized changes in facilities of existing tv station for extension of completion date to 10-1-54 (BMPCT-2162).

WFBG-TV Altoona, Pa., The Gable Bcstg. Co.—Mod. of CP (BPCT), as mod., which authorized new tv station for extension of completion date to 12-30-54 (BMPCT-2158).

WHA-TV Madison, Wis., Wisconsin State Radio Council—Mod. of CP (BPET-47) which authorized new non-commercial educational tv station for extension of completion date from 6-7-54 (BMPET-37).

June 8 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

Chief Broadcast Bureau—Granted petition for extension of time from June 2 to June 9 in which to submit proposed findings re application of Desert Television Co. for ch. 13 at Las Vegas, Nev. (Docket 10895).

Daytona Beach, Fla., Telrad Inc.—Ordered the record closed in proceeding re application for ch. 2 (Docket 10929).

By Hearing Examiner Fanney N. Litvin

Hartford, Conn., The Travelers Bcstg. Service Corp., Hartford Telecasting Co.—Granted joint petition for leave to reopen the record in proceeding re applications for ch. 3 (Dockets 8621, 10699), for the sole purpose of receiving in evidence corrected page 116 of Exhibit No. 123 and page 12 of Exhibit No. 1, and thereupon closed the record.

By Hearing Examiner Claire W. Hardy

Henderson, Nev., Southwestern Pub. Co.—Granted petition for leave to amend its application for ch. 2 (Docket 11016), to show current financial position, etc.

By Hearing Examiner John B. Poindexter

On motions of Odessa Tv Co. (a joint venture), and The Odessa Tv Co., Odessa, Tex., postponed from June 7 to June 8 the hearing re tv ch. 7 in Odessa, Tex. (Dockets 10974 et al.).

By Hearing Examiner Thomas H. Donahue

Sacramento, Calif., Sacramento Bcstrs. Inc., KCRA Inc.—On motions of applicants, corrected the record in this proceeding re ch. 3 (Dockets 9012, 10294).

By Hearing Examiner Basil P. Cooper

South Bend, Ind., South Bend Bcstg. Corp.; Notre Dame, Ind., Michiana Telecasting Corp.—Granted motions of applicants to change date to Aug. 6 for advising the Examiner and others of the identity of witnesses and provide for cross-examination and taking of oral testimony in re ch. 46 (Dockets 10534, 35).

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg. Co., Herald Corp.—On request of the Chief Broadcast Bureau, continued from June 7 to June 8 the further hearing conference in proceeding re ch. 7 (Docket 9009, 10909).

By Hearing Examiner Herbert Sharfman

On request of Columbia Broadcasting System Inc. continued further hearing conference from June 7 to June 10, and points of reliance to be exchanged by 5 p.m. June 9, in re application of Zenith Radio Corp., et al., for ch. 2 in Chicago (Dockets 8917 et al.)

June 9 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

Granted petition of Kolero Telecasting Corp., Milwaukee, for withdrawal of petition filed Jan. 15, to review order of hearing examiner denying petition for leave to amend, and petition filed Jan. 18, to enlarge issues, etc., re ch. 12, and said petitions were dismissed (Action of 6/8).

Granted petition of Wisconsin Bcstg. System Inc., Milwaukee, for withdrawal of petition filed Jan. 7, to enlarge the issues, etc., in re ch. 12 proceeding, and response to said motion filed Jan. 7, in reply to petition for enlargement of issues filed by Milwaukee Area Telecasting Corp. on Dec. 28, and said petitions were dismissed (Dockets 8954 et al.) (Action of 6/8).

Granted petition of Milwaukee Area Telecasting Corp., Milwaukee, filed May 28 for withdrawal of petitions to enlarge issues to determine financial qualifications of other three applicants, and motion to enlarge issues to determine area and population coverage, both filed Dec. 28, and said petitions were dismissed (Dockets 8954 et al.) (Action of 6/8).

Granted petition filed May 28, by Milwaukee Bcstg. Co., Milwaukee, for withdrawal of eight pleadings filed by it during period from Dec. 28 to Jan. 25, in proceeding re ch. 12, and said eight petitions were dismissed (Dockets 8954 et al.) (Action of 6/8).

By Hearing Examiner Annie Neal Huntting

Tulsa, Okla., Central Plains Enterprises Inc.—Granted petition for leave to amend its application for ch. 2 so as to reflect the terms of an agreement with Oil Capital Tv Corp. dated June 4 (Docket 10839; BPCT-1581).

By Hearing Examiner Fanney N. Litvin

Granted petition of Southland Television Co., for leave to amend its tv application for ch. 12 in Shreveport, La., so as to effect a change in the termination date of contract attached to Exhibit 10 (Dockets 10522 et al.); said amendment tendered with petition is accepted; reopened the record for sole purpose of accepting in evidence the amended termination date of contract, and thereupon closed the record.

By Hearing Examiner Isadore A. Honig

By Memorandum Opinion and Order, granted petition of KFAB Bcstg. Co. for leave to amend its application for ch. 7 in Omaha, Neb. (Dockets 9009, 10909).

By Hearing Examiner H. Gifford Irion

Richmond, Va., Richmond Newspapers Inc., Richmond Tv Corp.—Accepted corrections to the record submitted by both applicants in proceeding re ch. 12 (Dockets 8945, 10805),

Buffalo, N. Y., Great Lakes Tv Inc., Greater Erie Bcstg. Co., WKBW-TV Inc.—Continued further hearing conference from June 28 to June 29 in re proceeding for ch. 7 (Dockets 10968 et al.)

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WREC Bcstg. Service, WMPS Inc.—Gave notice of resumption of hearing on June 15 in re proceeding for ch. 3 (Dockets 10761-62).

By Hearing Examiner Thomas H. Donahue

Wichita Falls, Tex., White Radio Co.; Lawton, Okla., Lawton Bcstg. Co., Progressive Bcstg. Co.—Formalized by Memorandum an oral ruling made by Hearing Examiner on May 28, on the record, holding in default for failure to appear the applicant White Radio Co. (Docket 10719; BP-8615), re proceeding for am stations.

TV AND AM BROADCAST ACTIONS

KCAR, Clarksville, Tex., Texo Bcstg. Co.—Granted application for extension of completion date for am operation on 1350 kc, 500 w, D (BMP-6477). Comr. Webster dissented.

WWOK Charlotte, N. C., Queen City Bcstg. Co.—Granted reinstatement of expired am CP; engineering condition (BP-9298).

KIND-FM Independence, Kan., Central Bcstg. Inc.—Granted reinstatement of expired CP (BPH-1947).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WDLC Port Jervis, N. Y.; WMRP Flint, Mich.; WPEP Taunton, Mass.; WTXL West Springfield, Mass.; WGAY Silver Spring, Md.; WGVE Gary, Ind.; WJJL Niagara Falls, N. Y.; WBUT Butler, Pa.

June 9 Applications

ACCEPTED FOR FILING

Modification of CP

WITA San Juan, P. R., Electronic Enterprises Inc.—Mod. of CP (BP-8558), as mod., which authorized change frequency, increase power, install new transmitter, change transmitter location and make changes in the antenna system for extension of completion date (BMP-6545).

WKBT (TV) La Crosse, Wis., WKBH Television Inc.—Mod. of CP (BPCT-1120) which authorized new tv station for extension of completion date to 12-28-54 (BMPCT-2166).

KFYO-TV Lubbock, Tex., Globe-News Pub. Co.—Mod. of CP (BPCT-838) as mod., which authorized new tv station for extension of completion date to 1-6-55 (BMPCT-2164).

CP

WACH Newport News, Va., Eastern Bcstg. Corp.—CP to change transmitter location to 114 24th Street, Newport News, Va., and increase height of tower (combination of am and tv towers) (BP-9316).

KFIZ Fond du Lac, Wis., KFIZ Bcstg. Co.—CP to change transmitter location to On Scott Street, at the West city limits and just outside of Fond du Lac, Wis., and make changes in the antenna system (increase in height) (BP-9314).

WOPI Bristol, Tenn., Radiophone Bcstg. Station, WOPI Inc.—CP to change tranmitter location and increase antenna height with fm antenna side mounted (BP-9319).

Application Returned

Laurel, Miss., Carrol F. Jackson and D. N. Jackson d/b as American Southern Bcstrs.—CP for new station of 790 kc, 1 kw, daytime hours only. Necessary to file for site.

EASTERN

Major Market

$65.000.00

A superior facility that needs owner-management. Excellent opportunity to capitalize on music-news format.

Single Station Market

$100,000.00

The only station in an excellent Ohio market. Net current assets of approximately $20,000.00 included in sale of 100% of the stock.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

What do you want of a television station?

COVERAGE?

Operating on the low channel 2 dial spot with, 100,000 watts boomed out from a 1062-ft. tower, WSB-TV gives you merchandisable coverage in Georgia, Alabama, Tennessee, North Carolina and South Carolina. (1) High Tower, (2) maximum power, and (3) low channel are the three ingredients that add up to tops in coverage effectivity.

AUDIENCE?

WSB-TV delivers* listeners in 18% more counties than Atlanta station B; in 106% more counties than station C. In the outlying 25-74% effective coverage area, WSB-TV delivers 63,235 more families than station B, and 137,782 more families than station C. We or Petry will be happy to show you supporting statistical evidence in full.

PRESTIGE?

WSB-TV was the first television station in the South, and richly shares the prestige of its affiliate, WSB Radio, Dixie's pioneer broadcaster with a record of 32 years service in the public interest. These stations are affiliated with The Atlanta Journal and The Atlanta Constitution. Get more for your money . . . *Get on WSB-TV*. Ask Petry for availabilities.

The great AREA station of the Southeast

wsb-tv

Atlanta, Georgia

*ARB Reception Index Study, February, 1954

TELESTATUS

June 14, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; Blair; 225,000
► WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-6/21/54

Dothan†—
Ala-Fla-Ga Tv Inc. (9) Initial Decision 5/26/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
► WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 30,200
WSFA-TV (12) Headley-Reed; 3/25/54-11/15/54

Munford†—
*Alabama Educational Tv Commission (*7) 6/2/54-Unknown*

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 93,200

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 93,200
► KPHO-TV (5) CBS, DuM; Katz; 93,200
Arizona Tv Co. (3) Initial Decision 5/25/54

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 24,306
► KVOA-TV (4) ABC, NBC; Raymer; 24,306

Yuma†—
► KIVA (11) DuM; Grant; 18,302

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
American Television Inc. (5) 6/3/54-Unknown

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC; Petry; 60,769
► KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 72,785

Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 65,000
► KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 120,000

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-July '54 (granted STA April 16)*

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 12,800

Fresno—
► KBID-TV (53) Meeker; 92,052
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,835,863
► KCOP (13) Katz; 1,835,863
► KHJ-TV (9) DuM; H-R; 1,835,863
► KNBH (4) NBC; NBC Spot Sls.; 1,835,863
► KNXT (2) CBS; CBS Spot Sls.; 1,835,863
► KTLA (5) Raymer; 1,835,863
► KTTV (11) Blair; 1,835,863
► KTHE (*28)

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 101,000
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 384,761

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
► KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 950,130
► KPIX (5) CBS, DuM; Katz; 950,130
► KRON-TV (4) NBC; Free & Peters; 950,130
► KSAN-TV (32) McGillvra; 41,134

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 67,786

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692

Stockton†—
► KTVU (36) NBC; Hollingbery; 76,000
KHOF (13) 2/11/54-Unknown

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 147,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 45,191
► KRDO-TV (13) NBC; McGillvra; 36,000

Denver—
► KBTV (9) ABC; Free & Peters; 220,778
► KFEL-TV (2) DuM; Blair; 220,778
► KLZ-TV (7) CBS; Katz; 220,778
► KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 41,350
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), H-R; 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; Bolling; 176,068

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 134,400

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 216,139
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 612,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 610,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
383,721
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

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BUY WTVP

Decatur, Illinois
Ch. 17

For a solid sales coverage of the rich, growing area on the road between Chicago & St. Louis

PRESENT AUDITED AREA, 80,000 TV Homes 92.8% U.H.F. CONVERTED

Served at lowest cost without any duplication

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SALES LINK
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CHICAGO ST. LOUIS
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CHICAGO
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Springfield
U.H.F.
ST. LOUIS

WTVP
DECATUR, ILLINOIS
ABC-DuMONT
Geo. W. Clark • Nat'l. Rep.

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
Telrad Inc. (2) 6/7/54-Unknown
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 7,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 46,626
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54
Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 244,600
WMFL (33), 12/9/53-Unknown
Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-6/15/54
Panama City†—
► WJDM (7) CBS; Hollingbery
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 59,500
► WPFA (15) CBS, DuM; Young; 19,260
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200
Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53
West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-Sept. '54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 386,925
► WLWA (11) ABC, DuM; Crosley Sls.; 386,925
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 89,600
► WRDW-TV (12) CBS; Headley-Reed; 93,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 61,471
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593
Rome†—
► WROM-TV (9) Weed; 98,219
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 40,000
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 25,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 80,000
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 146,546
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 111,000
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 181,623
► WTVO (39) NBC, DuM; Weed; 87,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 539,788
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 475,000
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)
LaFayette†—
► WFAM-TV (59) NBC; Rambeau; 48,600
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Princeton†—
► WRAY-TV (52) McGillvra; 55,400
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 105,665
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 227,280
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 227,000
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54
Waterloo—
► KWWL-TV (7) ABC, NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
▶KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565
Topeka—
KTKA (42), 11/5/53-Unknown
▶WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 52,472
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
▶KEDD (16) ABC, NBC, Petry; **80,457**

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
▶WEHT (50) CBS; Meeker; 51,097
Lexington†—
*WLAP-TV (27) 12/3/53-*See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
▶**WAVE-TV** (3) ABC, NBC, DuM; NBC Spot Sls.; **369,634**
▶**WHAS-TV** (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
▶**WAFB-TV (28) ABC, CBS, NBC, DuM; Young;** 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
▶KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
▶**KNOE-TV (8) CBS, NBC, ABC, DuM; H-R;** 130,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
▶**WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 254,484**
▶**WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691**
WTLO (20), 2/26/53-Unknown
Shreveport—
▶**KSLA (12) ABC, CBS, NBC, DuM; Raymer;** 44,650
Shreveport Tv Co. (12) 6/7/54-Unknown

MAINE

Bangor†—
▶**WABI-TV (5) ABC, CBS, NBC, DuM; Holling**bery; 66,000
WTWO (2) 5/5/54-Unknown
Lewiston—
▶**WLAM-TV (17) CBS, DuM; Everett-McKin**ney; 19,667
Poland†—
WMTW (8) 7/8/53-Summer '54
Portland—
▶WCSH-TV (6) NBC; Weed; 110,890
▶WGAN-TV (13) ABC, CBS; Avery-Knodel
▶WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
▶**WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 547,494**
▶**WBAL-TV (11) NBC; Petry; 547,494**
WITH-TV (72) Forjoe; 12/18/52-Fall '54
▶**WMAR-TV (2) CBS; Katz; 547,494**
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-6/21/54 ***(granted STA Feb. 18)***

MASSACHUSETTS

Adams (Pittsfield)†—
▶WMGT (74) ABC, DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
▶WBZ-TV (4) NBC; **Free & Peters;** 1,179,281
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
▶WNAC-TV (7) ABC, CBS, DuM; H-R; 1,179,281
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
▶**WTAO-TV (56) DuM; Everett-McKinney; 118,000**
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
▶WHYN-TV (55) CBS, DuM; Branham; 136,000
▶**WWLP (61) ABC, NBC; Hollingbery; 128,000**
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
▶WWOR-TV (14) ABC, DuM; Raymer; 50,000

MICHIGAN

Ann Arbor—
▶WPAG-TV (20) DuM; Everett-McKinney; 9,400
WUOM-TV (*26), 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
▶**WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160**
Cadillac†—
▶**WWTV (13) ABC, CBS, DuM; Weed; 42,772**
Detroit—
WCIO-TV (62), 11/19/53-Unknown
▶**WJBK-TV (2) CBS, DuM; Katz; 1,420,500**
▶WWJ-TV (4) NBC; Hollingbery; 1,286,822
▶**WXYZ-TV (7) ABC; Blair; 1,140,000**
East Lansing†—
▶**WKAR-TV (*60)**
Flint—
WJR Inc. (12), 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
▶**WOOD-TV (8) ABC, CBS, NBC, DuM; Katz;** 429,984
Kalamazoo—
▶**WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670**
Lansing—
▶**WILS-TV (54) ABC, DuM; Venard; 43,000**
▶**WJIM-TV (6) ABC, CBS, NBC, DuM; H-R;** 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
▶WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-7/15/54

MINNESOTA

Austin†—
▶KMMT (6) ABC; Pearson; 90,689
Duluth† (Superior, Wis.)—
▶**KDAL-TV (3) NBC; Avery-Knodel**
▶WDSM-TV (6). See Superior, Wis.
▶**WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000**
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
▶**WCCO-TV (4) CBS, DuM; Free & Peters; 452,300**
▶**WTCN-TV (11) ABC; Blair; 427,000**
Family Bcstg. Corp. (9) Initial Decision 5/19/54
Rochester—
▶**KROC-TV (10) NBC, DuM; Meeker; 70,000**
St. Paul (Minneapolis)—
▶KSTP-TV (5) NBC; Petry; 456,100
▶**WMIN-TV (11) ABC; Blair; 427,000**

MISSISSIPPI

Jackson—
▶**WJTV (25) CBS, DuM; Katz; 50,224**
▶**WLBT (3) NBC; Hollingbery; 87,085**
▶**WSLI-TV (12) ABC; Weed; 88,650**
Meridian†—
▶**WCOC-TV (30)**
▶**WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300**

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

RADIO & TV
SURVEYS
tell us that
WHBF am & tv
are the
QUAD-CITIES'
FAVORITES!
CBS for the QUAD-CITIES
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TELCO BUILDING, ROCK ISLAND, ILLINOIS
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BILLY WALKER . . . . . Columbia
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BROADCAST MUSIC, INC.
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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
▶ KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
▶ KHQA-TV (7) CBS, DuM; Weed; 113,978
▶ WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
Jefferson Tv Co. (13) Initial Decision 5/19/54

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
▶ KCMO-TV (5) ABC, DuM; Katz; 395,230
▶ KMBC-TV (9) CBS; Free & Peters; 395,230
▶ WDAF-TV (4) NBC; Harrington, Righter & Parsons; 395,230
▶ WHB-TV (9) CBS; Blair; 395,230

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
▶ KFEQ-TV (2) CBS, DuM; Headley-Reed; 102,435

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
▶ KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 643,738
▶ KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
▶ WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/1/54

Springfield†—
▶ KTTS-TV (10) CBS, DuM; Weed; 44,676
▶ KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
▶ KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 10,500

Butte†—
▶ KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
▶ KXLF-TV (6). No estimate given.

Great Falls†—
▶ KFBB-TV (5) CBS, DuM; Headley-Reed; 6,100

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
▶ KHOL-TV (13) CBS, DuM; Meeker; 33,000

Lincoln—
KFOR-TV (10) See footnote (d)
▶ KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 84,760

Omaha—
▶ KMTV (3) ABC, CBS, DuM; Petry; 283,150
▶ WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Henderson†—
Southwestern Publishing Co. (2) 6/7/54-Unknown

Las Vegas†—
▶ KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925

Reno†—
▶ KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
▶ WMUR-TV (9) ABC, DuM; Weed; 220,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
▶ WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
▶ WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
▶ KGGM-TV (13) CBS; Weed; 43,797
▶ KOAT-TV (7) ABC; Hollingbery; 40,000
▶ KOB-TV (4) NBC, DuM; Branham; 43,797

Roswell†—
▶ KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
▶ WROW-TV (41) ABC, CBS, DuM; Bolling; 82,000
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
▶ WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 274,238
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54

Buffalo—
▶ WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 403,210. See footnote (a).
▶ WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54

Elmira—
WECT (18) See footnote (d)
▶ WTVE (24) ABC, CBS, DuM; Forjoe; 31,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston—
▶ WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker

New York—
▶ WABC-TV (7) ABC; Petry; 4,150,000
▶ WABD (5) DuM; Avery-Knodel; 4,150,000
▶ WATV (13) See Newark, N. J.
▶ WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
▶ WNBT (4) NBC; NBC Spot Sls.; 4,150,000
▶ WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
▶ WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
▶ WHAM-TV (6) NBC; Hollingbery; 210,000
▶ WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
▶ WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
▶ WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 302,250
▶ WTRI (35) CBS; Headley-Reed; 85,050

Syracuse—
▶ WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
▶ WSYR-TV (3) NBC; Headley-Reed; 345,000

Utica—
WFRB (19), 7/1/53-Unknown
▶ WKTV (13) ABC, CBS, NBC, DuM; Cooke; 141,000

NORTH CAROLINA

Asheville†—
▶ WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525
WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
▶ WAYS-TV (36) ABC, NBC, DuM; Bolling; 45,000
▶ WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 403,930

Durham†—
WTVD (11) ABC, NBC; Headley-Reed; 1/21/54-9/1/54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
▶ WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 228,006

Greenville—
▶ WNCT (9) ABC, CBS, NBC, DuM; Pearson; 57,032

Raleigh—
▶ WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 61,410

Wilmington†—
▶ WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
▶ WSJS-TV (12) NBC; Headley-Reed; 202,954
▶ WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
▶ KFYR-TV (5) CBS, NBC, DuM; Blair; 6,12

Fargo†—
▶ WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
▶ KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 20,190

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
▶ WAKR-TV (49) ABC; Weed; 56,199

Ashtabula†—
▶ WICA-TV (15) 20,000

Cincinnati—
*WCET (*48) 12/2/53-9/1/54*
▶ WCPO-TV (9) ABC, DuM; Branham; 490,000
▶ WKRC-TV (12) CBS; Katz; 490,000
▶ WLWT (5) NBC WLW Sls.; 490,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
▶ WEWS (5) CBS; Branham; 1,031,400
▶ WNBK (3) NBC; NBC Spot Sls.; 878,660
▶ WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
▶ WBNS-TV (10) CBS; Blair; 307,000
▶ WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
▶ WTVN (6) ABC, DuM; Katz; 381,451

Dayton—
▶ WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
▶ WLWD (2) NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
▶ WLOK-TV (73) NBC; H-R; 57,234

Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
▶ WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
▶ WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 283,159

Youngstown—
▶ WFMJ-TV (21) NBC; Headley-Reed; 115,000
▶ WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838

Zanesville—
▶ WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,000

OKLAHOMA

Ada†—
▶ KTEN (10) ABC; Venard

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-7/1/54

Lawton†—
▶ KSWO-TV (7) DuM; Everett-McKinney; 47,485

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) 4/7/54-Unknown

Oklahoma City—
▶ KMPT (19) DuM; Bolling; 98,267
▶ KTVQ (25) ABC, NBC; H-R; 106,344
▶ KWTV (9) CBS, DuM; Avery-Knodel; 256,102
▶ WKY-TV (4) ABC, NBC; Katz; 267,159
*KETA (*13) 12/2/53-Unknown*

Tulsa—
▶ KCEB (23) NBC, DuM; Bolling; 80,285
▶ KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown

OREGON

Eugene—
▶ KVAL-TV (13) NBC; Hollingbery; 13,000

Medford—
▶ KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
▶ KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
▶ KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 172,571
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
▶ WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
▶ WLEV-TV (51) NBC; Meeker; 67,516

Chambersburg†—
▶ WCHA-TV (46) CBS, DuM; Forjoe; 15,500

Easton—
▶ WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
▶ WICU (12) ABC, NBC, DuM; Petry; 208,500
▶ WSEE (35) CBS; Avery-Knodel; 19,621
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
▶ WHP-TV (55) CBS; Bolling; 118,150
▶ WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
▶ WARD-TV (56) Weed
▶ WJAC-TV (6) CBS, NBC, DuM; Katz; 764,496

Lancaster—
▶ WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 297,652
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
▶ WLBR-TV (15) Burn-Smith; 149,329

New Castle†—
▶ WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
▶ WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
▶ WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
▶ WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
▶ WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
▶ WENS (16) ABC, CBS; Petry; 307,149
▶ WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000
▶ WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
▶ WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
▶ WHUM-TV (61) CBS; H-R; 175,000

Scranton—
▶ WARM-TV (16) ABC; Hollingbery; 150,000
▶ WGBI-TV (22) CBS; Blair; 155,000
▶ WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
▶ WBRE-TV (28) NBC; Headley-Reed; 155,000
▶ WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
▶ WNOW-TV (49) DuM; Forjoe; 72,000
▶ WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
▶ WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,109,060
▶ WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
▶ WAIM-TV (40) CBS; Headley-Reed; 44,000

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
▶ WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
▶ WCOS-TV (25) ABC; Headley-Reed; 51,989
▶ WIS-TV (10) NBC; Free & Peters; 102,572
▶ WNOK-TV (67) CBS, DuM; Raymer; 48,774

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
▶ WFBC-TV (4) NBC; Weed; 277,662
▶ WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
▶ KELO-TV (11) ABC, NBC; Raymer; 67,572

TENNESSEE

Chattanooga—
▶ WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
▶ WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
▶ WATE (6) ABC, NBC; Avery-Knodel; 78,626
▶ WTSK (26) CBS, DuM; Pearson; 65,500

Memphis—
▶ WHBQ-TV (13) ABC, CBS, DuM; Blair; 283,350
▶ WMCT (5) ABC, NBC, DuM; Branham; 283,350

Nashville—
▶ WSIX-TV (8) CBS; Hollingbery; 190,368
▶ WSM-TV (4) NBC, DuM; Petry; 190,368

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/27/54

TEXAS

Abilene†—
▶ KRBC-TV (9) ABC, NBC, DuM; Pearson; 32,073

Amarillo—
▶ KFDA-TV (10) ABC, CBS; Branham; 50,069
▶ KGNC-TV (4) NBC, DuM; Katz; 50,069
KLYN-TV (7) 12/11/53-Unknown

Austin—
▶ KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 70,312

Beaumont†—
▶ KBMT (31) Forjoe
KTRM-TV (6) Initial Decision 7/22/53

Corpus Christi†—
KVDO (22) Young; 1/6/53-6/13/54 (granted STA May 7)
KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
▶ KRLD-TV (4) CBS; Branham; 383,721
▶ WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000

El Paso—
▶ KROD-TV (4) ABC, CBS, DuM; Branham; 52,422
▶ KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
▶ WBAP-TV (5) ABC, NBC; Free & Peters; 374,600

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

ARB and TELEPULSE*
figure it this way!

THE Choice AFTERNOON TV PROGRAMS ARE ON

KWTV

*
OKLAHOMA CITY
ARB—MARCH
HIGHEST RATED ¼ HOUR SEGMENTS
Mon. thru Fri.
12 to 6 P.M.

KWTV	84
Sta. "B"	33
Ties	3

OKLAHOMA CITY
TELEPULSE—JANUARY
HIGHEST RATED ¼ HOUR AVERAGES
Mon. thru Fri.
12 to 6 P.M.

KWTV	20
Sta. "B"	4

CBS

KWTV-9

Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.

EDGAR T. BELL, Exec. Vice President
FRED L. VANCE, Sales Manager

Galveston—
► **KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000**
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 34,427
Houston—
► **KNUZ-TV (39) DuM; Forjoe; 77,069**
► KPRC-TV (2) NBC; Petry; 344,000
KTVP (23) 1/8/53-Unknown
► **KUHT (*8) 281,500**
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown
Longview†—
► **KTVE (32) Forjoe; 22,131**
Lubbock†—
► **KCBD-TV (11) ABC, NBC; Pearson; 54,896**
► **KDUB-TV (13) CBS, DuM; Avery-Knodel; 54,896**
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► **KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 33,000**
San Angelo—
► **KTXL-TV (8) CBS; Venard; 28,035**
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 195,233
► **WOAI-TV (4) NBC; Petry; 193,778**
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► **KCEN-TV (6) NBC; Hollingbery; 78,115**
Texarkana (also Texarkana, Ark.)—
► **KCMC-TV (6) ABC, CBS, DuM; Venard; 66,832**
Tyler†—
► **KETX (19) CBS, NBC, DuM; Pearson; 28,405**
KLTV (7) 1/27/54-9/1/54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 36,860

KCEN-TV
Is The Only Station
Providing TV Coverage
of ALL Of The
Temple-Waco
and Central Texas
Market
★ Maximum 100 KW On VHF Channel 6
★ 833-Foot Antenna Height
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For More Information Write
KCEN-TV
P. O. Box 188, Temple, Texas
National Representative:
George P. Hollingbery Co.
Texas Representative:
Clyde Melville Co., Melba Bldg., Dallas

Weslaco†—
► **KRGV-TV (5) NBC; Raymer**
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 162,600
► **KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 161,325**
KUTV (2) ABC; Hollingbery; 3/26/53-8/1/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Hollingbery; 18,114**
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 82,546**
Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440**
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 319,564
► **WTOV-TV (27) ABC, DuM; Forjoe; 104,500**
► **WVEC-TV (15) See Hampton**
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 450,144
Roanoke—
► **WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 255,358**

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
► **KING-TV (5) ABC; Blair; 351,100**
► **KOMO-TV (4) NBC; Hollingbery; 351,100**
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown
Spokane—
► **KHQ-TV (6) ABC, NBC; Katz; 71,557**
► **KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,760**
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 351,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 22,073**

WEST VIRGINIA

Charleston†—
► **WKNA-TV (49) ABC, DuM; Weed; 36,100**
WCHS-TV (8) CBS; Branham; 2/11/54-8/1/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 33,900**
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley)†—
Robert R. Thomas Jr. (4) 6/2/54-Unknown
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 28,200
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 267,701

WISCONSIN

Eau Claire†—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700**
Green Bay—
► **WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253**
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown
Madison—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 49,500
► **WMTV (33) ABC, DuM; Meeker; 44,800**
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 308,750**
► WOKY-TV (19) ABC, DuM; Gill-Perna; 297,500
► **WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 675,358**
Milwaukee Area Telecasting Corp. (12) Initial Decision 5/20/54
Neenah†—
► **WNAM-TV (42) George Clark**
Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► **WDSM-TV (6) CBS, DuM; Free & Peters; 48,700**
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► **KFBC-TV (5) CBS, NBC; Hollingbery**

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► **KTVA (11) NBC, DuM; Feltis; 8,000**
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 56,000
► KONA (11) DuM, NBC; NBC Spot Sls.; 56,000
► KULA-TV (4) ABC; Headley-Reed; 56,000

PUERTO RICO

San Juan†—
► **WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks**
► WKAQ-TV (2) CBS; Inter-American; 24,000

CANADA

Kitchener†—
► **CKCO-TV (13) 50,000**
London†—
► **CFPL-TV (10) CBS; 35,000**
Montreal—
► **CBFT (2) 201,433**
► **CBMT (6) 201,433**
Ottawa—
► **CBOT (4) 10,100**
St. John, N. B.—
► **CHSJ-TV (4) CBS**
Sudbury†—
► **CKSO-TV (5) ABC, CBS, NBC; All-Canada; 7,326**
Toronto—
► **CBLT (9) 222,500**
Vancouver—
► **CBUT (2) CBS**

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales
Tijuana† (San Diego)—
► **XETV (6) Weed; 241,000**

Total stations on air in U. S. and possessions: 383; total cities with stations on air: 254. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,474,987.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 309,309 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WACH-TV Newport News, Va.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

JUNE

June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.

June 15 (and probably to end of week): Senate Communications Subcommittee resumes hearing on uhf, multiple ownership.

June 15-17: Radio-Electronics-Tv Mfrs. Assn., Palmer House, Chicago.

June 16: Assn. of National Advertisers midwestern regional meeting, Hotel Knickerbocker, Chicago.

June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.

June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.

June 17-18: Maine Assn. of Radio-Tv Broadcasters, Poland Spring House, Poland.

June 17-19: Florida Assn. of Broadcasters, Biltmore Terrace, Miami Beach.

June 20-23: Advertising Federation of America, Hotel Statler, Boston.

June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.

June 21: NARTB Tv Code Review Board, NARTB Headquarters, Washington.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 21-Aug. 17: Radio-tv institute, co-conducted by KNBC and KPIX (TV) San Francisco, Stanford U., Palo Alto, Calif.

June 22: Colorado Broadcasters Assn., Broadmoor Hotel, Colorado Springs.

June 22-24: Emerson Radio & Phonograph Corp., distributor convention, The Lido, Lido Beach, Long Island.

June 23-25: NARTB Combined Boards, NARTB Headquarters, Washington.

June 24: Indiana Broadcasters Assn., Indianapolis Athletic Club, Indianapolis.

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.

June 28: New York U. begins 6-week summer radio-tv institute.

June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 21: Radio-tv institutes, Boston U.

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

SPECIAL LISTINGS

BMI Program Clinics

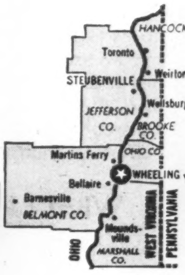
June 14: Fort Cumberland Hotel, Amherst, N. S.
June 14: Hotel Finlen, Butte, Mont.
June 16: Sheraton-Plaza, Boston, Mass.
June 16: Bannock Hotel, Pocatello, Idaho
June 18: Poland Spring Hotel, Poland Spring, Me.
June 18: Hotel Utah, Salt Lake City, Utah
June 21: Broadmoor Hotel, Colorado Springs.
June 23: Marvin Hughitt Hotel, Huron, S. D.
June 25: Indianapolis Athletic Club, Indianapolis.

BAB Clinics

June 14: New Orleans, La.
June 15: San Antonio, Tex.
June 17: Dallas, Tex.
June 18: Tulsa, Okla.
June 21: Omaha, Neb.
June 22: Des Moines, Iowa.
June 24: Minneapolis, Minn.
June 25: Dakotas.
July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

one would think
we have no
competition



Latest TELEPULSE survey made in 6 counties adjoining Wheeling, W. Va. gives WTRF-TV 25 of the top 25 most popular once a week programs and 15 of the 15 most popular multi-weekly shows. You might expect such ratings in a market where the local TV station has no competition—but that's not the case in Wheeling. We have a competitor not far from Wheeling, operating at less power than our 316,000 watts, and making far distant coverage claims.

TELEPULSE proves that we are supplying the television entertainment for the majority of homes in the greater Wheeling and Eastern Ohio market—truly our market.

so, remember,

when making up Summer and Fall schedules, there's only one station necessary to reach and penetrate the rich, important Wheeling and Eastern Ohio market — that's WTRF-TV, Channel 7, Wheeling, W. Va.

WTRF TV
WHEELING, W. VA.
Radio Affiliates WTRF · WTRF-FM

NBC Primary
ABC Supplementary

REPRESENTED BY HOLLINGBERY

Robt. Ferguson, V. P. and Gen. Mgr.

telephone
WHeeling 1177

editorials

No Hokum: Slocum

ITEM: An editorial in the June issue of *Editor & Publisher* chided FCC Chairman Rosel H. Hyde for trying to "butter up the broadcast boys and make them feel good . . . by portraying broadcast media as the future 'big boy' of all media." The newspaper trade journal was referring to Mr. Hyde's speech at the NARTB convention in which he summarized radio-tv financial reports.

Item: In an address at a newspaper mechanical conference June 7, Richard W. Slocum, executive vice president of *The Philadelphia Evening Bulletin* (WCAU-AM-FM-TV) and president of the American Newspaper Publishers Assn., said that television was destined to outgrow all other "media giants."

It is not given to us to know whether Mr. Slocum reads *Editor & Publisher* (although we are sure that, in Philadelphia at least, nearly everybody reads his *Bulletin*). Whether he did or did not read the June 5 editorial in *E & P,* we think he is on sounder ground in his predictions. And his comments would hardly be suspect of having been made in an effort to "butter up the broadcast boys."

What's His Game?

WHATEVER objectives Edward L. Bernays has in mind in surveying public attitudes toward television commercials, there is no longer any doubt of his dedication to his mysterious mission.

As reported in this issue, Mr. Bernays' latest survey was among senior class presidents at 112 universities and colleges. He had formerly pursued what he has passed off as research among educators, businessmen, barbers, butchers, beauticians and barkeepers.

The one thing these disparate groups have in common is a violent antagonism toward television advertising, if you are to believe Mr. Bernays. We are not sure he should be believed. Certain features of his activity in this field are open to question.

For one thing, his investigation has been carried on by questionnaire. It is logical to assume that respondents who take the time and trouble to complete and return the questionnaires feel rather more violently about tv commercials than those who fail to answer. What Mr. Bernays is getting is not a representative sample of opinion from the groups he surveys. His college survey is based on 112 returns out of a mailing to senior class presidents at universities and colleges in the *World Almanac.* About 1,000 such institutions are listed there.

It may be true, as Mr. Bernays insists, that he has undertaken his opinion surveys as a public service, with no other thought but for the betterment of television. If that is so, his contribution would be the more impressive if he took a more moderate approach, one more certain to obtain true samples of public attitudes.

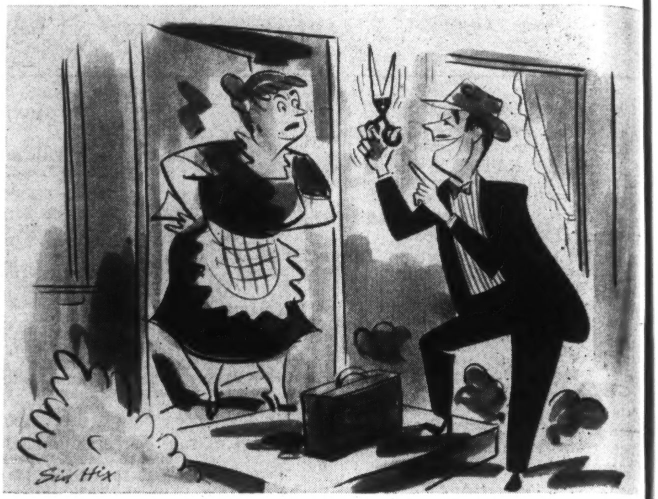
To be sure, there are commercial abuses which need correction, a fact of which responsible advertisers, agencies and telecasters are aware. But they are neither so abundant nor so vicious as Mr. Bernays' evidence suggests.

The 'Voice' Continues

IN LITERATURE, in music and in the fine arts, there are classics. In broadcasting, almost from the start of the aural medium, and since the beginning of the visual, there has been the *Voice of Firestone.* It is among the classics of the air, along with such programs as the *Telephone Hour,* the *Railroad Hour* and many others.

The vissicitudes of network scheduling caused NBC to propose a change in time for the Firestone program which would have removed it from its 8:30 Monday night time—a position it had held for 25 years on radio and five years on tv. Now Firestone, without missing a beat, shifts to ABC with the same format, the same artists and the same orchestra. With it move millions of loyal listeners and viewers.

Thus, there is a harmonious solution of a vexing problem. The public wins, broadcasting retains one of its classics, ABC and its affiliated stations benefit, and NBC achieves the programming "balance" it sought.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Now here is a handy gadget what will eliminate all commercials from newspapers and magazines!"

Vicious Horseplay

APPARENTLY it doesn't matter whether the administration is Republican or Democratic when it comes to discrimination against the broadcast media, in favor of the printed word.

Last week another oblique effort by the Dept. of Justice to restrict transmission of gambling information came to light. A bill was introduced by Chairman Bricker (R-Ohio) of the Senate Interstate & Foreign Commerce Comittee, at the behest of the Attorney General, and hearings suddenly were called, without adequate notice to government agencies affected, the carriers and practically none to the broadcast interests who would be affected adversely. It was almost identical with a bill introduced four years ago by the then Democratic chairman of the same committee at the behest of the then Democratic Attorney General.

The bill would do violence to the broadcast media by depriving them of the right to carry news when it is news. Stations would be denied the right to broadcast any "gambling information relating to horse racing before the start of any race on the day it is scheduled to be run; or during the one-hour period immediately following the finish of such race or before the start of the next race at the track, whichever period is longer." But it would except a "special event" race, like the Derby, provided no more than one horse race shall be broadcast by a station or network *per day.*

The bill, as written, would make the FCC the traffic cop, a job it does not relish. Fortunately, FCC Chairman Hyde, despite the scant notice, was able to testify against the measure because of his knowledge of the legislative history. After his appearance, the Justice Dept. proposed to limit the measure to horse and dog racing information in interstate commerce, whereas the original measure referred to all gambling information. But the discrimination against radio and television would stand, with newspapers and other publications to report events as they see fit.

The bill is aimed at the racketeers and the bookies, and from that standpoint, we're all for it. Radio and tv, however, would be penalized simply because they publish with the speed of light. With the FCC doing the policing, licenses would be in jeopardy.

There's serious legal question whether the legislation is constitutional. Four years ago, the then Chairman Ed Johnson (D-Colo.) recognized this, because he commented in introducing the bill for the then Attorney General Howard McGrath that there is a borderline between "gambling information and legitimate news."

The question here seems to be whether, in its effort to suppress gambling, Congress can gamble with the fundamental freedoms. Horse racing is legal. It is logical to assume therefore that news about horse racing is legal.

The effort to whip this legislation through Senate committee without adequate notice to parties affected is vicious and foreign to our established legislative procedures. Fortunately, there will be opportunities on the Senate floor and in the House.

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around the clock . . . year around . . .

DETROIT TURNS TO WWJ FOR ITS RADIO FAVORITES

BRUCE MAYER
late hour music-of-yesterday

ROSS MULHOLLAND
many-years favorite with records

BOB MAXWELL
6:30-9 AM record M.C.

KIRK KNIGHT
morning newscaster

CARL CEDERBERG
complete daytime news, twice daily

DETROIT'S CIRCLE OF RADIO FAVORITES . . .

the voices of WWJ, as dependable and authoritative as the ticking of a fine clock. They are the choice of Detroit, for their resources and for their unerring ability and showmanship. They make WWJ consistently the top selection of listeners and of sponsors.

Join the circle . . . your product belongs in this good company.

FRAN HARRIS
midday show for homemaker

FAYE ELIZABETH
afternoon classical records

BUDD LYNCH
veteran sports reporter

FRAN PETTAY
breezy evening record shows

JOHN MERRIFIELD
farm news and data for early risers

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WWJ AM-FM Basic NBC Affiliate

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.